UARY 11, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ANY OTHER DENVER STATION

CBS—560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

IN THIS ISSUE: BROADCAST ADVERTISING IN 1945

PROTECTING the INTERESTS OF OUR PEOPLE

WLS helps find a stolen truck...quickly

"I want to thank you from the depths of my heart for your promptness and cooperation," writes Mrs. Alex Kedas of Westville, Illinois.

The farm family truck had been stolen and they *needed* it. At 10 a.m., December 31, 1945, Mrs. Kedas called WLS. At noon, the stolen truck was described on WLS Dinnerbell Time. Mrs. Kedas continues:

"Before your program went off the air, the whereabouts of this truck was reported to the sheriff of Kankakee County by one of your listeners."

Undamaged, the truck was located near Manteno, Illinois, 100 miles from Westville, and returned to its owners.

More dramatic than the day to day assistance and entertainment WLS gives its audience, this story of a stolen farm truck points up the long-established fact:

WLS SERVES THE PEOPLE OF MIDWEST AMERICA

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY Phoenix, and the ARIZONA NETWORK — KOY Phoenix, KTUC Tucson, KSUN Bisbee-Lowell-Douglas

AT HOME
awaiting Your Call

Acceptance is
THE YANKEE NETWORK'S
Foundation

FIDDLING with the dial to get long-distance stations is no longer a favorite New England indoor sport. Nowadays, it's the *hometown* station that wins hometown listeners, enters the family circle and is accepted by every member of the household.

The voice of your hometown station has a clear, familiar tone — you recognize it as the voice of a friend in whom you have placed your confidence.

Each one of YANKEE'S 23 hometown stations has built up a great fund of good will from this neighborly approach — convertible wealth that benefits dealers and buyers alike.

Remember, at home, awaiting your call are thousands of loyal listeners with the "hometown station habit."

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

blished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

MANY broadcasters thunderstruck over FCC's action in kicking out all applications for duplication of clear channels and power in excess of 50 kw. Commission attitude is it wants no "foot-in-the-door" applications lying around for months when they can't conceivably be granted with clear-channel rules in force. Until completion of presently recessed clear-channel hearings, which probably won't come until summer or even fall, there is no chance of reinstatement of breakdown applications.

POWER of atom reflected in recall to active duty of Comdr. R. D. Thompson, NBC Hollywood night supervisor, to head up radio task force operations (story this issue). Release came only after Secretary Forrestal's office made direct appeal to Niles Trammell, NBC president, who turned Forrestal down first time. Fleet Admiral Nimitz wanted him because he knew Thompson's prowess as fleet radio officer in Pacific. While details remain to be completed, coverage expected to include pooled broadcasts from plane hovering over A-bombed fleet, as well as television reel to be available to all video stations.

ADD THOSE "I told you so" boys on Petrillo-Miller negotiations [CLOSED CIRCUIT, Feb. 4]. As of last Friday NAB President Miller still hadn't been advised of AFM radio committee appointments which had been promised promptly following that cheery Chicago meeting Jan. 18.

CONTROVERSY over BBC vs commercial programming appears to have reached real McCoy stage, with British press going at it hammer and tongs. Hower Thomas, of *Sunday Graphic*, former BBC producer, is coming to U. S. shortly to do some pieces on American radio which should fan flames. Also, Mary Summerville, one of top BBC variety producers, is planning trip ostensibly to see what late ideas "Yanks" have.

IMPORTANCE which FCC attaches to WOKO Albany case indicated in cancellation last week by Harry M. Plotkin, senior assistant general counsel, of trip to Florida with Commissioner William H. Wills to hear standard broadcast cases. He's remaining at home to work on proposed SCOTUS appeal of lower court's decision reversing FCC proposed deletion of WOKO because of hidden ownership. Petition and accompanying brief, expected to stress FCC control over programs, which certain FCC legal lights read into lower court opinion [CLOSED CIRCUIT, Feb. 4]. It's up to Solicitor General J. Howard McGrath to determine whether he'll take case up. Chances are good.

WHEN WILL FCC decide that WINS case, involving transfer of Hearst Radio of New York outlet to Crosley Corp. for $2,100,000 ($400,000 of it in time trade)? Pending for a year, contract provides either party can

(*Continued on page 86*)

Upcoming

Feb. 11-15: Continuation of North American Regional Broadcasting Engineering Conference, Pan American Union Bldg., Washington.

Feb. 11-12: NAB Joske Radio Advisory Committee, NAB hdqrs., Washington.

March 11: Hearings on FM applications before FCC Comr. Durr, Boston.

April 10-11: American Assn. of Advertising Agencies, Waldorf-Astoria, New York.

Bulletins

PRESIDENT TRUMAN will broadcast opening of Red Cross $100,000,000 drive March 1. 9:55-10 p.m. on all networks. President Friday called off trip to Florida, where he was to receive degree at Rollins College.

TWO Chicago agencies negotiating with ABC to televise programs on behalf of sponsors. Nationally-known cosmetics firm would sponsor telecast of Miss America beauty contest Sept. 3-5 in Atlantic City, to be aired by ABC. Another wants to send cast of Mars Candy *Curtain Time* to New York for television broadcast originating at DuMont studios. Paul B. Mowrey, ABC television manager, said other ABC Chicago programs being considered for video.

OPPOSITION to Lea Bill (HR-5117) as not only an anti-Petrillo measure but one which "included all employes of the broadcasting industry" expressed in minority report Friday by Rep. Marcantonio (AL-N. Y.) of House Committee on Interstate Commerce. Vote against bill, said Congressman, "is not to support the activities of Mr. Petrillo. It is to recognize the rights of men under our society to organize peacefully to protect their economic interests."

Business Briefly

UNITED APPOINTS ● United Rexall Drug Co., Boston, has appointed BBDO, Los Angeles, to handle spot radio advertising. National advertising, including network radio, continues with N. W. Ayer & Son.

GALIO NATIONAL SPOTS ● E. & J. Galio Winery, Modesto, Cal., using 30 second and one minute transcribed announcements with Samba musical background, has started a heavy spot schedule on 57 stations nationally. Contracts are for 52 weeks. Agency, John Freiburg & Co., Los Angeles.

SANTA ANITA EXCLUSIVE ● For second consecutive year, $100,000 Santa Anita (Cal.) Handicap and Santa Anita Derby will be exclusively on NBC Feb. 23 and March 9. Joe Hernandez is assigned sportscaster for the Derby, with Clem McCarthy handling assignment for the Handicap.

WILEY P. HARRIS ELECTED NAB 6th DISTRICT DIRECTOR

WILEY P. HARRIS, WJDX Jackson, Miss. was elected director of NAB 6th District at meeting held Feb. 7-8 at Peabody Hotel, Memphis. He succeeds Hoyt B. Wooten, WREC Memphis.

District adopted resolutions asking Justice Miller to urge President Truman to use war-time powers to keep U. S. on uniform time (see page 84) and pledging support to BMB and BMI.

Harold M. Wheelahan, WSMB New Orleans, was chairman of public relations meeting; Emmet McMurry, WJPR Greenville, Miss., small market stations meeting; F. C. Sowell, WLAC Nashville, sales managers clinic; Robert Atherton, WMC Memphis, program managers; J. D. Bloom Jr., WWL New Orleans, engineering.

Otto Stadleman, media director of Needham, Louis & Brorby, Chicago, and Robert Elrick, media director of Pepsodent Co., Chicago, urged stations to support BMB.

Porter May Be Named Stabilization Head

APPOINTMENT of Paul A. Porter, hard-hitting FCC Chairman, as stabilization head or OPA Administrator may develop as key phase of top-level reorganization President Truman had in making Friday night.

Mr. Porter made two calls at the White House—one unannounced—and in each instance followed OPA Administrator Chester Bowles:

Reports were these:

John W. Snyder would quit by request as stabilization chief, with Mr. Porter or Mr. Bowles as successor. If Mr. Bowles moves up, Mr. Porter would become OPA Administrator in which field he has had broad experience having helped write the Act and having served with distinction as Deputy Administrator under Leon Henderson shortly before Pearl Harbor until July 1943. He became FCC head in December 1944.

Should this develop, there are several possibilities on the FCC: Comr. E. K. Jett, best qualified member but politically an independent, would move up; or Charles Denny, 33-year-old ex-general counsel, would become chairman since he's a Democrat and lawyer; or a newcomer would be named.

On the record Mr. Porter saw the President at 4 p.m. Friday following Mr. Bowles and Budget Director Smith. Unofficially it is understood he saw Chief Executive before 9 a.m. along with or immediately after Mr. Bowles. Mr. Porter declined comment, indicating any announcement would have to come from the White House.

The Magic Carpet Had Nothing on Radio

The Magic Carpet was really top notch magic when Sche-he-re-zade dreamed it up for her Arabian Night Tales. Radio, which can whisk the story of your product into millions of homes instantaneously, has made carpet whisking seem amateurish.

Furthermore, it takes no magic to put radio to work for you. Spot radio fits any budget, large or small. It fits any problem anywhere, any time, any place. It can force distribution, fit distribution or sell an institutional idea.

Consumer loyalty is akin to the strong listener loyalty marking the stations listed here. Spot advertisers capitalize on both.

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

★ ★ ★ **EDWARD PETRY & CO., INC.** ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

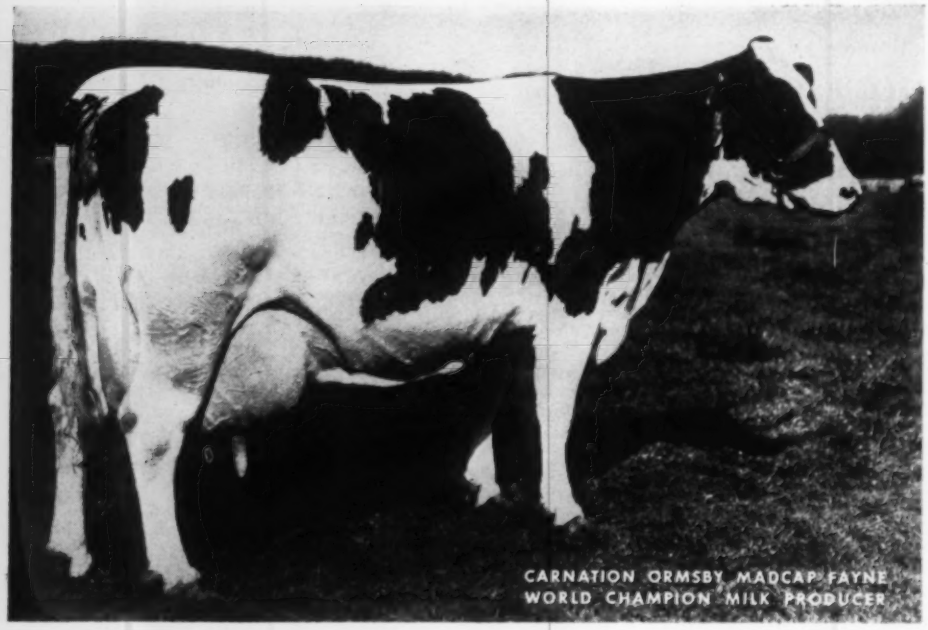
THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

DAIRYING

Champion Cows and Champion Incomes



In 1945 Washington's 352,000 milk cows produced 2,450,000,000 pounds of milk. The State ranks third in the nation in milk production per head of dairy cattle. It ranks 8th in the production of evaporated milk, and 17th in butter and cheese. The Washington State Dairy Products Commission estimates the investment in dairying equipment and property at $355,000,000. Washington's dairy farmers are good customers . . . they spend about $58,000,000 annually. It's a big market.

KIRO is the only 50,000 watt station in this rich market . . . it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.

SEATTLE TACOMA KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Net Time Sales $310,550,000 in 1945 ____ 15
Interim Pact May Replace NARBA ____ 17
FCC To Hear 82 AMs by July ____ 18
Petitions Involving Clear Channels Dismissed 18
NAB, FCC Seek 'Auction' Compromise ____ 20
Pangborn, Hoyt Are Promoted ____ 20
Six More Conditional FM Stations Granted ____ 22
China Ripe For American Advertising ____ 48
Package Shows Increase in Hollywood ____ 52
Conditional Video Grants Imminent ____ 56
War's End Halted Nazi Wired Radio Coup ____ 59
Duopoly Rule Upheld in Evansville Case ____ 60
NAB 13th District Meets in Dallas ____ 63
House Action Good Omen for Lea Bill ____ 71
Sidelights At NARBA Confab ____ 73
NARBA Meet Registrants ____ 74
Brand Names Group Previews Radio Plans ____ 80
Truman Help Wanted on Time Problem ____ 84

DEPARTMENTS

Agencies ____ 54
Allied Arts ____ 64
Commercial ____ 51
Editorial ____ 46
FCC Actions ____ 78
Feature of Week ____ 10
Management ____ 50
Net Accounts ____ 62
News ____ 55
Our Respects To ____ 46
Production ____ 58
Programs ____ 65
Promotion ____ 66
Sellers of Sales ____ 10
Service Front ____ 68
Sponsors ____ 62
Sid Hix ____ 16
Technical ____ 61

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Frank Bannister, Norma Pugliese, Adele Porter, Molly Jackson.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Cleo Kathas. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

David L. Ackerman, Dorothy Young, Herbert Hadley, Leslie Helm.

NEW YORK BUREAU

250 Park Ave. *PLaza* 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Edwin H. James, Florence Small, Dorothy Macarow.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St., Room 217. *GL*adstone 7353.
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

SHOES
by the thousands are made in NASHVILLE

Thousands upon thousands of Americans wear made-in-Nashville shoes. . . . For this market, workers here make thousands of shoes daily—placing shoes among the leading products of Nashville. . . . Such industrial activity—thriving on low cost Tennessee Valley power—adds millions to Nashville payrolls and makes this area one of the best post-war markets of America. . . . Here, over a million potential buyers await your sales message, which will be delivered to the most listeners for the least money by WSIX.

WSIX gives you all three:
Market, Coverage, Economy

AMERICAN MUTUAL

5,000 WATTS—980 K.C.

Represented Nationally by

THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

habit in hawaii

In its 23 years of continuous broadcasting, KGU has made a habit of bringing the best in radio to the people of Hawaii.

No wonder Hawaii has a habit of looking to KGU for its radio enjoyment.

First with the finest in news, names and entertainment, KGU brings the world into the homes of this Island Empire.

Reach the increasingly important, ever expanding Hawaiian market* by using KGU—NBC IN THE PACIFIC SINCE 1931.

* **CIVILIAN POPULATION - 502,122**

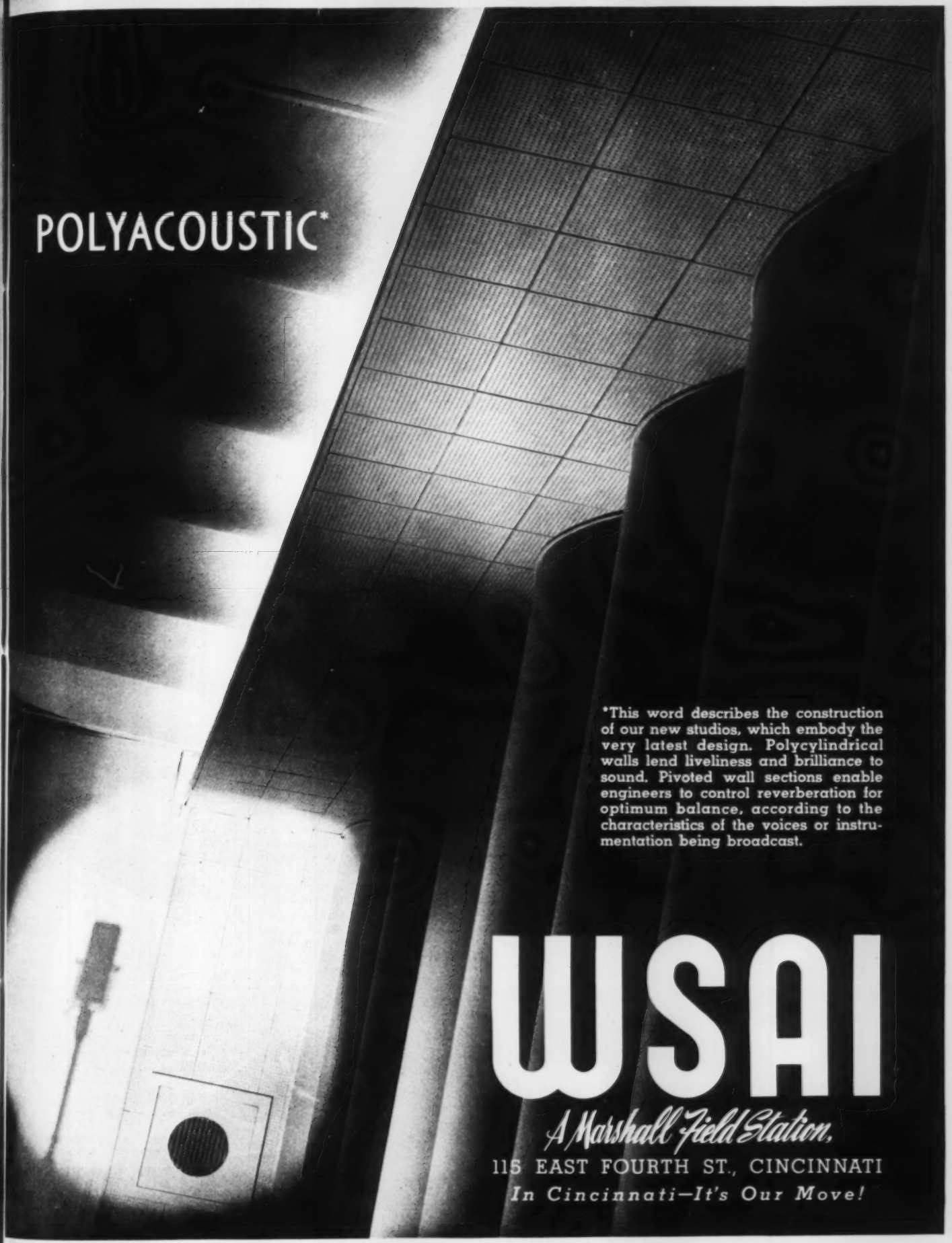
Territorial Board of Health Estimates, July 1, 1945

RETAIL SALES { **1944 - - - $386,426,009**
1945 - - - $427,387,316

Based on Sales Tax Collections

Affiliated with
THE HONOLULU ADVERTISER

Represented by **THE KATZ AGENCY, INC.**


POLYACOUSTIC*
*This word describes the construction of our new studios, which embody the very latest design. Polycylindrical walls lend liveliness and brilliance to sound. Pivoted wall sections enable engineers to control reverberation for optimum balance, according to the characteristics of the voices or instrumentation being broadcast.
WSAI
A Marshall Field Station,
115 EAST FOURTH ST., CINCINNATI
In Cincinnati—It's Our Move!

Continuous PUBLIC SERVICE IN LINCOLN MEANS

KFOR

Month after month, KFOR brings listeners in Lincoln's trade area more public interest and special event programs than any other station. That's because KFOR is the only station programmed specifically for Lincoln.

Folks in the Lincoln area have developed the habit of tuning in KFOR because they can hear about events that directly concern them and the people they know.

KFOR advertisers know this public interest, and basic ABC and Mutual affiliations, pay off. They know CONTINUOUS, WELL-PLANNED public interest on KFOR holds a big, STEADY audience in Nebraska's second market.

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

GORDON GRAY, General Mgr.
MELVIN DRAKE, Station Mgr.

BASIC AMERICAN MUTUAL NETWORKS

Feature of the Week

THE FIRST time Marion Claire ever heard an FM program was two years ago. Now she is director of WGNB, *Chicago Tribune's* FM station.

While in the hospital having an eye operation, some friends brought her an FM radio and she heard WQXQ New York (WQXR FM station). She was so impressed with the good programming and clear reception that she immediately went to see Col. Robert R. McCormick, editor and publisher of the *Tribune* and told him of the wonderful service WQXQ was providing.

WGN had begun operation of an FM station, W59C, in 1941, but Pearl Harbor forced it to operate on a limited schedule. "Why couldn't W59C really go to town, as WQXQ is doing?" she asked the colonel.

Col. McCormick countered by asking her how she would like to take over the job. "The only thing I had ever signed before were autographs," Miss. Claire admits—she is the singing star of WGN's *Chicago Theater of the Air*—"but I was willing to try anything if FM could get a start in Chicago."

She gathered as many experienced AM people around her station as possible, getting many WGN announcers, writers, actors, engineers to work either full or part time. The 11th floor studios of the *Tribune* Tower were redecorated and the new program schedule went on the air. It clicked.

MARION CLAIRE

She has considerably increased the number of live programs on WGNB, and has encouraged many outstanding artists, educators and writers to appear on the station. The staff now numbers 21.

In answer to the Petrillo edict barring duplication of AM broadcasts on FM stations, some of the new shows to go on the station under her direction are *World of Tomorrow*, *WGNB Listeners Quiz*, *Northwestern University Players*, and *The Magic of Words*. Her goal is to make WGNB the "greatest FM station in the nation."

Sellers of Sales

VIRGINIA BUTLER, chief timebuyer of Lennen & Mitchell, New York, is well versed on both sides of time sales in the radio field.

She spent eight years, 1936-1944, on the sales representation side at Edward Petry & Co. as assistant to the manager of the Chicago office. In 1944 she handled timebuying at Duane Jones Co. for the Republican National Committee's Presidential campaign and on Jan. 15, 1945, she took over her present position with Lennen & Mitchell.

As a result of her background, attractive, blonde Virginia's attitude toward sales representatives contributes to her popularity among them.

"I'm in the business of trying to spend my client's dollar in the most advantageous way," she says. "In short, I'm a purchasing agent for them—and it is a mighty poor purchasing agent who won't look over all of the products available. I believe, after all, sales representatives and network and station men are intelligent people who understand radio, merchandising and general sales strategy and, therefore, if they have the facts they can give us better service. My first maxim for anyone who works with me is to see everyone—let everyone have all the facts we can give out without violating confidential policies."

GINNY

Virginia was born March 21, 1914, in Dallas. Eventually her family settled in Chicago. She attended Northwestern U., majoring in English and business. She also spent a year at Gregg Business College in Chicago.

Her first job was that of a secretary with the A. B. Dick Co., Chicago (mimeographs), but Virginia decided she had neither aptitude nor interest in things mechanical and resigned to join the Chicago office of Petry & Co. as receptionist. She worked her way up the organi-

(*Continued on page 69*)

YOU SELL WITH WDEL

NBC BASIC STATION

WILMINGTON, DELAWARE

Outstanding listener loyalty in the rich industrial and agricultural area it covers—Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia — is your assurance of sales results.

5000 WATTS DAY AND NIGHT

Sales Representative:

PAUL H. RAYMER

CUTICURA PROVES IT!....

In July, 1944, the makers of Cuticura Soap and Ointment decided to test WAAT's claims of leadership in America's 4th largest market. "Prove that it delivers more listeners per dollar than any other station—including all 50,000 watters!" That's what an order for *10 spot announcements per week* amounted to. And so, for 18 months, WAAT broadcast the story of Cuticura to a population of over 3½ million. North Jersey listeners must have believed what *they heard*—and *bought!* Because the makers of Cuticura believed what *they saw* — and *bought!* Yes, since January, 1946, Cuticura Ointment, Cuticura Soap, and Cuticura Talcum Powder are now sponsoring "Betty & Bob", transcribed every weekday A.M., Mon. through Fri. at 10:15 *because they know:*

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station– including all 50,000 watters!

* *Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

WAAT

970 KC
NEWARK, N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

Continuous PUBLIC SERVICE IN LINCOLN MEANS

KFOR

Month after month, KFOR brings listeners in Lincoln's trade area more public interest and special event programs than any other station. That's because KFOR is the only station programmed specifically for Lincoln.

Folks in the Lincoln area have developed the habit of tuning in KFOR because they can hear about events that directly concern them and the people they know.

KFOR advertisers know this public interest, and basic ABC and Mutual affiliations, pay off. They know CONTINUOUS, WELL-PLANNED public interest on KFOR holds a big, STEADY audience in Nebraska's second market.

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station" LINCOLN Nebraska

GORDON GRAY General Mgr.
MELVIN DRAKE Station Mgr.

BASIC AMERICAN; MUTUAL NETWORKS

Feature of the Week

THE FIRST time Marion Claire ever heard an FM program was two years ago. Now she is director of WGNB, *Chicago Tribune's* FM station.

While in the hospital having an eye operation, some friends brought her an FM radio and she heard WQXQ New York (WQXR FM station). She was so impressed with the good programming and clear reception that she immediately went to see Col. Robert R. McCormick, editor and publisher of the *Tribune* and told him of the wonderful service WQXQ was providing.

WGN had begun operation of an FM station, W59C, in 1941, but Pearl Harbor forced it to operate on a limited schedule. "Why couldn't W59C really go to town, as WQXQ is doing?" she asked the colonel.

Col. McCormick countered by asking her how she would like to take over the job. "The only thing I had ever signed before were autographs," Miss. Claire admits—she is the singing star of WGN's *Chicago Theater of the Air*—"but I was willing to try anything if FM could get a start in Chicago."

She gathered as many experienced AM people around her station as possible, getting many WGN announcers, writers, actors, engineers to work either full or part time. The 11th floor studios of the *Tribune* Tower were redecorated and the new program schedule went on the air. It clicked.

MARION CLAIRE

She has considerably increased the number of live programs on WGNB, and has encouraged many outstanding artists, educators and writers to appear on the station. The staff now numbers 21.

In answer to the Petrillo edict barring duplication of AM broadcasts on FM stations, some of the new shows to go on the station under her direction are *World of Tomorrow, WGNB Listeners Quiz, Northwestern University Players,* and *The Magic of Words.* Her goal is to make WGNB the "greatest FM station in the nation."

Sellers of Sales

VIRGINIA BUTLER, chief timebuyer of Lennen & Mitchell, New York, is well versed on both sides of time sales in the radio field.

She spent eight years, 1936-1944, on the sales representation side at Edward Petry & Co. as assistant to the manager of the Chicago office. In 1944 she handled timebuying at Duane Jones Co. for the Republican National Committee's Presidential campaign and on Jan. 15, 1945, she took over her present position with Lennen & Mitchell.

As a result of her background, attractive, blonde Virginia's attitude toward sales representatives contributes to her popularity among them.

GINNY

"I'm in the business of trying to spend my client's dollar in the most advantageous way," she says. "In short, I'm a purchasing agent for them—and it is a mighty poor purchasing agent who won't look over all of the products available. I believe, after all, sales representatives and network and station men are intelligent people who understand radio, merchandising and general sales strategy and, therefore, if they have the facts they can give us better service. My first maxim for anyone who works with me is to see everyone—let everyone have all the facts we can give out without violating confidential policies."

Virginia was born March 21, 1914, in Dallas. Eventually her family settled in Chicago. She attended Northwestern U., majoring in English and business. She also spent a year at Gregg Business College in Chicago.

Her first job was that of a secretary with the A. B. Dick Co., Chicago (mimeographs), but Virginia decided she had neither aptitude nor interest in things mechanical and resigned to join the Chicago office of Petry & Co. as receptionist. She worked her way up the organi-

(*Continued on page 69*)

YOU SELL WITH WDEL

NBC BASIC STATION

WILMINGTON, DELAWARE

Outstanding listener loyalty in the rich industrial and agricultural area it covers—Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—is your assurance of sales results.

5000 WATTS DAY AND NIGHT

Sales Representative

PAUL H. RAYMER

CUTICURA PROVES IT!....

In July, 1944, the makers of Cuticura Soap and Ointment decided to test WAAT's claims of leadership in America's 4th largest market. "Prove that it delivers more listeners per dollar than any other station—including all 50,000 watters!" That's what an order for *10 spot announcements per week* amounted to. And so, for 18 months, WAAT broadcast the story of Cuticura to a population of over 3½ million. North Jersey listeners must have believed what *they heard*—and *bought!* Because the makers of Cuticura believed what *they saw* — and *bought!* Yes, since January, 1946, Cuticura Ointment, Cuticura Soap, and Cuticura Talcum Powder are now sponsoring "Betty & Bob", transcribed every weekday A.M., Mon. through Fri. at 10:15 *because they know:*

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station— including all 50,000 watters!

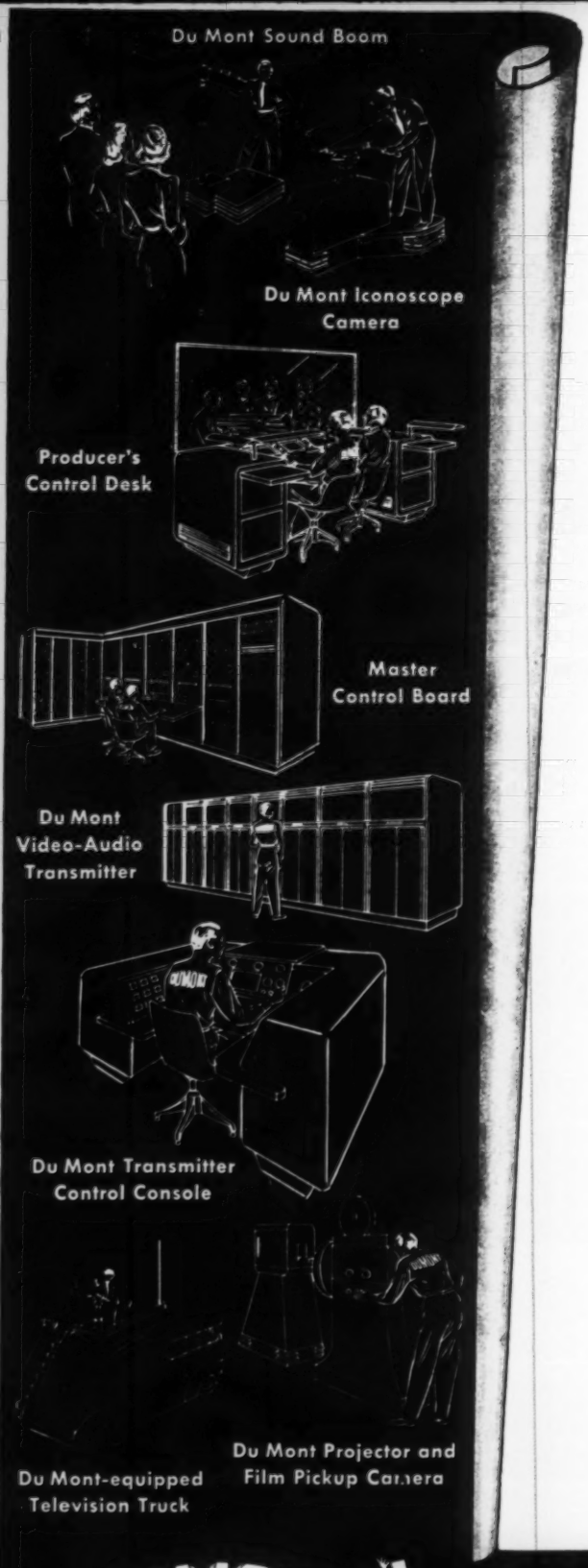
* *Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

WAAT

970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"


Du Mont Sound Boom
Du Mont Iconoscope Camera
Producer's Control Desk
Master Control Board
Du Mont Video-Audio Transmitter
Du Mont Transmitter Control Console
Du Mont Projector and Film Pickup Camera
Du Mont-equipped Television Truck

NEW EQUIPMENT FOR A NEW INDUSTRY

by

DUMONT

DU MONT'S ADVANCED TELEVISION BROADCASTING EQUIPMENT ACHIEVES:

1—a new standard of exceptional video quality,
2—an amazingly increased flexibility and ease of control,
3—a record high in efficient, dependable, trouble-free performance,
4—an outstanding triumph in low-cost operation and maintenance.

These advances provide progressive station management with the technical set-up requisite to a sound commercial venture. Du Mont-engineered design features (which delight the heart of engineers) include:

1—test oscillographs strategically mounted in all studio control units for instant and continuous checks on video information,
2—"wide open" accessibility for testing and for replacement of components, made possible by an ingenious arrangement of sliding doors and hinged panels,
3—rugged dependability that assures heavy-duty service, a virtue widely acclaimed by men who used Du Mont radar equipment in the Armed Services,
4—labor-saving ease of operation resulting from conveniently concentrated controls and monitors.

Du Mont television broadcasting equipment is distinguished by the combination of pioneering vision and 15 years of precision electronics know-how. Du Mont has built more television stations than any other company. Du Mont has operated its own station, WABD, for more than 4 years. The fruit of this experience is yours in Du Mont equipment...and in a new booklet, "The Economics of Du Mont Television." Please request the booklet on your firm letterhead.

Copyright 1946, Allen B. DuMont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DU MONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

CONCENTRATED

Oklahoma Network's Concentrated 7-Major-Market Audience In Your 1946 Schedule

Yes Sir'ee . . . time bought on the Oklahoma Network is CONCENTRATED on the buying power of seven most important markets in this extremely wealthy state. Reliable listening surveys prove that an Oklahoma Network station has DOMINANCE in each of these Top Markets . . . most of them all of the time. Here's the startling feature . . . all seven can be used for approximately half the cost of any two of Oklahoma's highest-powered stations . . . or, as few as three on the network rate. Use the Oklahoma Network and you reach a big segment of the buying power that would normally remain untouched by a high-powered station. It's the easiest, most economical way to get BETTER RESULTS in Oklahoma.

ONE CONTRACT—ONE CONTACT
ONE STATEMENT

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

OKLAHOMA NETWORK

KADA Ada; **KBIX** Muskogee; **KCRC** Enid; **KGFF** Shawnee
KOME Tulsa; **KTOK** Oklahoma City; **KVSO** Ardmore

Assures You Audience in the Richest Markets in Oklahoma

AMERICAN BROADCASTING CO. AFFILIATES IN OKLAHOMA
ROBERT D. ENOCH, Managing Director, Apco Tower, Oklahoma City

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVIC

MANAGER, DETROIT OFFICE

Four years, The Hill School
Two years, Duke University
Ten years, Advertising Department, Detroit Times
Free & Peters since November, 1944

Detroit papers please copy!—

WILLIAM W. BRYAN!

Whatever else one may find to say about the ink-stained wretches of the press, it's still true that good training in a big newspaper is a great asset for any man to have. So when someone told us about Bill Bryan, with his ten years of experience with Detroit's largest paper, we wooed, won and trained him as our Detroit Office Manager — and subsequent events have proven that Bill was a very lucky find indeed.

Just in case you've never thought much about it, this seems a fine place to say that F&P branch offices are *not* set up exclusively to solicit business in the city of their location. They are also maintained to render service of any kind you want, from surveys of distribution in their territories, to posting you on the latest developments in any local situation you're watching. In other words, they're *your* branch offices, too.

So whenever you want any first-hand information, in any of the territories served by our six offices, don't hesitate to call on us — in New York, Chicago, San Francisco, Hollywood, Atlanta — or Detroit!

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *58 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING

VOL. 30, NO. 6 WASHINGTON, D. C., FEBRUARY 11, 1946 $5.00 A YEAR—15c A COPY

Net Time Sales Were $310,450,000 in 1945

Gain of 7.3% Over Previous Year Shown; Gross Time Sales $411,547,628

BROADCAST ADVERTISING in 1945 totaled $310,450,000 in *net time sales*—a gain of 7.3% over the preceding year.

Increases were reflected in all brackets—network, non-network (spot) and local—but the relative gain was less than the preceding year when it was up to 26.8%, or the 1932-43 average of about 20%.

Gross time sales, the "quick figure" comparison with volume of other media, reached an estimated total of $411,547,628 in 1945 as compared with $391,877,000 the preceding year, an increase of 5%. The gross figure represents the advertising volume at the one-time card rate, whereas *net time sales* represent gross billings less frequency and promotional discounts, thus comprising the gross receipts of the medium for sale of time.

These figures are based upon estimates made by BROADCASTING for the 1946 YEARBOOK number, now on the presses. Annual estimates have been made by BROADCASTING since 1935, with the margin of error averaging less than 2%.

Broadcast advertising last year continued to reflect the unprecedentedly high level of national income and employment which was maintained throughout the Nation in spite of cutbacks and reconversion. The 7.3% gain shown by radio compared with the 2.2% increase in newspaper advertising reported by Media Records in its 52-city report. Magazine advertising increased about 12%, while farm paper volume rose more than 8%.

Receipts from the sale of talent and other non-time revenue amounted to an estimated $18,000,000 in 1945, bringing the grand total of radio's revenue to about $330,000,000. In addition, approximately $55,000,000 was spent by advertisers for talent and programs on their own account. With this sum included, 1945 expenditures for radio advertising bulked to approximately $385,000,000.

National Net Volume

The 1945 percentage increase in *net time sales* was less for all portions of the medium than in either of the two preceding years. National network volume rose only 4.3% (to $130,000,000) as compared to increases of 24% and 19% in 1944 and 1943, respectively. Network estimates are based on gross receipts less certain duplications in network payments to stations as officially reported.

National and regional non-network time sales (national spot) increased 10.5% in 1945 as compared with 1944 (from $73,312,899 to $81,000,000), constituting the smallest relative increase since 1942, when spot volume rose 8.1%. National spot gained approximately 26% in 1944 as compared to the preceding year.

Local advertising—backbone of regional and local station business—gained 9% in 1945. This rise was the smallest increase in several years, the 1944 rise having been 29% and in 1943, 18%. Local business, however, has retained much of the momentum which it built up during the major portion of the war period.

Because of the abnormalcy of economic conditions in 1945, the YEARBOOK analysis states that comparisons between media are of little significance. Paper shortages continued to plague newspapers and magazines. Pressure of demands for advertising space and time upon the more desirable units of all media undoubtedly continued to force an expansion of advertising into units which normally would be less sought after by agencies and advertisers, and this tended further to distort the situation.

The greatest gains in newspaper volume were a rise of 20.3% in financial linage and 10.1% in automotive linage. Total display gained 1.8% and retail volume rose 2.3%, while general (product) advertising dropped off 2.0%.

Magazine Ads Increase

Magazine advertising's increase of 12% was reflected in gross billings of $308,711,446, as compared with national network gross billings of $190,747,628, and the total national radio gross volume (excluding local advertising) of $304,000,000.

Only rough estimates of changes in volume of *net time sales* among various classes of stations is possible because of limitations of data during the abnormal 1945, the YEARBOOK study states. In the national and regional spot field, revenues of 50,000 w *clear channel* stations increased 5% to 7%. *Regional* unlimited stations' national spot volume rose about 10% during 1945, while local unlimited stations had a growth of approximately 20%. National and regional non-network volume of 5,000-25,000 w unlimited time stations and part-time regional stations increased 20% to 25%.

Trends in placement of national spot volume continued to reflect the approaching saturation of major stations, the rise in income in farm areas, and the new economic importance by smaller communities during the war.

With the exception of the 50,000 w unlimited group, where local broadcast advertising revenues seem to have risen about 14%, gains in this class of business have been fairly even throughout all classes of stations and have followed closely the national average of 9%.

In the network field, gross billings remained relatively unchanged, with losses and gains among various product groups offsetting each other. Cancellation of commercial broadcasts due to the death of President Roosevelt, V-E Day and V-J Day undoubtedly depressed overall figures somewhat. Moreover, 1945 was not a campaign year.

Automotive and accessory advertising over national networks declined 8.8% as compared with 1944. A decline in gross billings occurred in both the passenger car and the tire and accessory fields. Building material sponsorship decreased 28.3% during the year, largely due to a decline of approximately $1,500,000 in the advertising of construction materials.

Tobacco Ads Decrease

Cigarette and tobacco advertising over networks decreased 16.2% during the year. Clothing advertising, on the other hand, gained 37.9% due almost entirely to more than a $1,000,000 increase in the dry goods field. Most important increase in national network volume was in the drug and toilet goods field. Gross billings in this category increased 11.8%, or nearly $6,000,-

(*Continued on page 28*)

GROSS BILLINGS

(000's omitted)

Year	National network	Others	Total
1927	$3,833	$987	$4,820
1928	10,227	3,873	14,100
1929	19,196	7,604	26,800
1930	27,694	12,806	40,500
1931	37,502	18,498	56,000
1932	39,107	22,793	61,900
1933	31,516	25,484	57,000
1934	42,659	30,228	72,887
1935	49,315	38,209	87,524
1936	59,671	47,880	107,551
1937	68,828	75,314	144,142
1938	71,728	78,390	150,118
1939	83,114	88,000	171,114
1940	96,456	111,500	207,956
1941	106,900	130,700	237,600
1942	118,200	136,600	254,800
1943	151,791	155,400	307,191
1944	190,677	201,200	391,877
1945	199,580	220,800	411,547

RADIO NET TIME SALES: 1944-1945

Class of business	1944 [1]	% Total	1945 (Estimated)	% Total
National network	$124,680,747	43.1	$130,000,000	42.1
Regional network	6,150,650	2.2	6,750,000	2.2
National & regional non-network	73,312,899	25.4	81,000,000	26.0
Local	84,960,347	29.3	92,700,000	29.7
Total net time sales	$289,104,643	100.0	$310,450,000	100.0

[1] Source 1944 data: FCC reports.

1946 *Yearbook*

REPLETE with directories and listings geared to the needs of radio advertisers, agencies and broadcasters, the new 580-page 1946 YEARBOOK is now on the presses and will shortly go to nearly 12,000 BROADCASTING subscribers.

Supplementing the business trends and indexes and the programming achievements of 1945, the YEARBOOK carries complete AM, FM and television logs, statistics and maps reflecting the growth of established and new broadcast services.

How to apply for a station (and the regulations governing their operations); facilities available; where to buy equipment and other accessories; whom to see whether buying or selling time; program leads and ideas: these are but a few of the features in the new YEARBOOK. It is being published for the twelfth consecutive year.

MIDWEST FM NET PROJECTED BY WGN

ORDER for FM transmitters has been placed with General Electric Co. by Midwest FM Network, subsidiary of WGN Inc., Chicago, to be used for its WGNB in Chicago and four other proposed stations, according to G. William Lang, WGN-WGNB chief engineer. Applications are on file at the FCC for FM stations in Fort Wayne, Grand Rapids, Peoria and Milwaukee.

WGNB has been on the air since 1941 and will be Chicago outlet for the proposed FM network. Orders are contingent on FCC approval of applications. WGNB plans to use 20,000 w, others 10,000 w. Present WGNB transmitter was built by WGN engineers and used during the war with 3,000 w. Mr. Lang predicted the stations could be on the air in early 1947 if CPs are granted before midsummer and material is available. He said telephone circuits capable of transmitting 15,000 cycles may be used, though present lines are said to be limited to 8,000 cycles and therefore inadequate for FM.

Spring Campaign

TAYLOR-REED Corp., Mamaroneck, N. Y. (Q-T pie crust), is preparing a spot announcement campaign to start in early spring. Firm is currently sponsoring participation show, *Yankee Kitchen*, five times weekly on Yankee Network. Contact, which started Jan. 21, is for 52 weeks. Agency is Tracy, Kent & Co., New York.

Gulf Renews CBS

GULF OIL Corp., New York, has signed for fifth consecutive year of sponsorship of *We the People*, Sun. 10:30-11 p.m. on CBS. Effective Feb. 10, 52-week contract was handled by Young & Rubicam, New York.

Roma Wine Renews

ROMA WINE Co., Fresno, Cal., has signed a 52 week renewal contract for *Suspense*, Thurs. 8-8:30 p. m. on CBS with rebroadcast 12 midnight, marking third consecutive year of sponsorship. Contract, effective Feb. 28, was placed through Biow Co.,

Nine Join BMB

NINE stations have joined BMB since Feb. 1, making total of 625 member stations in addition to four national networks. New BMB subscribers are: KBON KGHL KRJF KVOD KONP KGFF WBBZ KOCY KSWO.

BBC Budget

AWARE of possible criticism in Commons if too much money is spent by BBC for entertainment of visiting notables, BBC has cut this type of expenditure for the year. A special budget will be up for review in the House of Commons this year.

BIRMINGHAM'S UNIQUE STATION

FCC Grants Noncommercial License to Religious Groups Planning Diversified Programs

ONE of the most unusual stations in the U. S. will soon be established in Birmingham, Ala., as a result of a grant issued last Wednesday by the FCC to Courier Broadcasting Service Inc. A daytime noncommercial station, underwritten by three religious organizations, the applicants plan to devote 25% of the program schedule to religion, 25% to entertainment, 18% to educational subjects, 15% to public service, 12% to news and the remainder to agricultural and fraternal matters.

Moving spirit of the enterprise is Rev. Glenn V. Tingley, president of the corporation. Rev. Tingley has been president of Radio Revival Inc., formed "to promote the cause of the Christian religion, by radio broadcast and by other means." He is pastor of the Birmingham Gospel Tabernacle, a downtown church with 1,200 members, and is also founder and president of the Birmingham Bible Institute, an interdenominational school. The three organizations are affiliated with the Christian and Missionary Alliance, a New York non-profit corporation whose purpose is "promoting the Christian religion through preaching, evangelizing, maintaining churches, maintaining missionaries and prosecuting missionary work."

The Courier application emphasizes that "in no condition shall the programs appeal to racial or religious intolerance or bigotry."

The station's operation is to be financed by subscriptions totaling $660 a week, and by public contributions. The three religious organizations have pledged a total of $350 weekly; Dr. E. L. Pruitt, a dentist, has pledged $100; J. L. Thomas, an automobile salesman, Methodist pastor and radio minister, furnishes $75; the First Baptist Church of Fairfield has pledged $100; and several individuals have pledged the balance. An additional $50 weekly contribution from the Vinesville Baptist Church and Evangelical Ministerial Assn. is included.

The applicant's balance sheet lists assets exceeding $45,000, which includes cash contributions voted by the three organizations totaling $18,000; property and fixtures contributed by Radio Revival Inc. of $14,000; additional pledges of $12,500 by Birmingham Bible Institute, Rev. Tingley, Mr. Thomas, and N. E. Tingley, real estate man. Radio equipment valued at $1,170 was also listed.

The application states that no time will be sold for any purpose and no appeals for support of the station will be made on the air.

ABC To Offer Crime Sequence on Sat. Nights

ABC, which two weeks ago injected a two-hour sequence of four new half-hour programs into its Monday evening schedule to compete more effectively for listeners with the other networks, on Feb. 16 will strengthen its Saturday night programming with a solid two-hour block of crime-fighting adventures.

The *Dick Tracy* program sponsored by Sweets Co. of America on Feb. 16 will move from the 7:30-8 p.m. Saturday spot to the 8-8:30 p.m. period. Succeeding it at 7:30-8 will be *The Green Hornet*, sustainer, which is being moved from its present time, 7:30-8 p.m. on Tuesday. Another sustaining show, *Famous Jury Trials*, will be moved from its Friday, 9-9:30 p.m. spot to the 8:30-9 period on Saturdays. Winding up the two-hour crime sequence is *Gangbusters*, sponsored by L. E. Waterman Co., which remains in its present 9-9:30 period on Saturday evening.

Canada and Mexico Join U. S. In NARBA Extension Proposal

PROPOSALS submitted by the governments represented at the North American Regional Broadcasting Engineering Conference, which opened last Monday in Washington, include those of the U. S., Canada and Mexico for a two-year extension of NARBA and that of Cuba for a new treaty.

Following is a summary of the proposals, now subject of discussions by the Technical and Juridical Committees of the conference:

CUBA: Proposes new treaty defining North American region to include countries which "by necessity may cause interference" in standard broadcast band. New agreement should be in force for indefinite period without prejudice to right of any nation to withdraw upon proper notice to other signatories.

New agreement should provide for periodical meetings of engineering experts of signatory countries and those adhering to it and for such revisions as may be necessary as the art progresses. Until new agreement is ratified signatory countries shall sign and put into effect a provisional agreement (modus vivendi) incorporating in substance general provisions and regulations that may be stipulated in regional agreement.

Cuba also introduced this proposal at Thursday afternoon's session of the Initiatives Committee: To adopt, using as model general terms of present NARBA, four general modifications as follows: (1) Substitute so-called 650-mile rule by another based on effective zone of service of I-A stations; (2) assign in regional channels, stations of special class for Cuba, with power of 5-50 kw, specifying protection to which they have a right; (3) modify rule concerning determination of what constitutes a reflected interfering signal; (4) limit protected zone of service to Class I-A stations.

Acknowledge that Cuba has right to utilize without limitation these channels under conditions outlined:

Up to 50 kw, Class II Special—590, 600, 640 kc; Class II—690, 730, 740, 800 kc.
Up to 25 kw, Class II Sp.—630 kc.
Up to 20 kw, Class II-Sp.—620, 910, 920 kc; Class II—860 kc.
Up to 10 kw, Class II Sp.—580, 790, 950, 960 kc; Class II—1030, 1060 kc.
Up to 5 kw, Class II—660, 670, 720, 760, 770, 780, 830, 880, 890 kc.
Up to 2 kw—Class II—810 kc.
Up to 1 kw, Class II—820 kc.
1 kw, unlimited, no directional—850 kc.

Cuba also proposes to eliminate 650-mile limitation as a zone of

(*Continued on page 76*)

Drawn for BROADCASTING by Sid Hix

"Just in case Congress doesn't give you that money for shortwave broadcasting!"

Interim Pact To Replace NARBA Seen

Recommendation Paves Way for Settlement

By BILL BAILEY

RECOMMENDATIONS that the North American Regional Broadcasting Engineering Conference, now in session in Washington, draft an interim agreement to replace the North American Regional Broadcasting Agreement (NARBA) when it expires March 29 were made late last week by the Conference Juridical Committee following a week of negotiations.

A subcommittee recommendation of Thursday, concurred in by Cuba, was adopted unanimously Friday afternoon by the full committee, paving the way for the draft this week of an interim agreement and the amicable settlement of Cuba's demands for unlimited use of certain channels. Subcommittee action came as a surprise, inasmuch as Cuba earlier had insisted that a new treaty be drafted and that so far as she was concerned no treaty would exist after March 29, a situation which might well result in chaos in standard broadcasts.

Other stories and pictures on NARBA conference on pages 16, 72, 73, 74, 75.

On Thursday at a meeting of the Initiatives Committee Dr. Luis Machado, vice chairman of the Cuban delegation, submitted a new proposal, revising Cuba's requests presented at the Third Inter-American Radio Conference in Rio de Janeiro last September for some 20 additional channels [BROADCASTING, Oct. 8]. The revised version called for adoption of an agreement "using as a model the general terms of the present NARBA" with four specific modifications.

Cuba also asked for the right to utilize "without time limitation" 36 channels, including five clear channels with up to 50 kw power, two regionals with up to 50 kw and the remainder with power varying from 1-25 kw, 11 of which would require special authorization under NARBA. Cuba already has stations on many of the frequencies asked, but they are mostly of less power than she now seeks.

Twenty-five official delegates, one alternate, 14 technical advisors, 17 official observers and 26 unofficial observers from U.S. industry were registered as the week closed (see registration list, page 74).

Five Voting Nations

Actually only five voting nations are attending—Canada, Cuba, the Dominican Republic, Mexico and the U.S. Since the present government of Haiti is not recognized by the U.S. and some other North American nations, that government, an original signatory to NARBA, was not represented.

Officers of the Conference, elected without opposition, are: FCC Commissioner E. K. Jett, head of the U.S. delegation, permanent chairman; Sr. Jose Ramon Rodriguez, Dominican Republic, first vice chairman; Col. Rafael Avila Camacho, Mexico, second vice chairman; F. H. Soward, Canada, third vice chairman; Sr. Carlos Maristany, Cuba, fourth vice chairman; K. Neal McNaughten, FCC International Division, secretary; Miss Frances W. Simpson, State Dept. Telecommunications Division, assistant secretary.

CHAIRMAN E. K. JETT (l) of NARBA Engineering Conference greets and presents Sr. Carlos Maristany, Undersecretary, Cuban Dept. of Communications, and chairman of Cuban delegation, who responded to welcoming address on behalf of visiting nations.

Three main committees were named: Initiatives, with Mr. Jett chairman; Technical, headed by Mr. Soward, and Juridical, Dr. Machado, chairman. Additional subcommittees were named to work out details of various proposals, chief of which were those of the U.S., Cuba, Mexico and Canada. All except Cuba proposed that NARBA be extended for two years. Cuba insisted on a new treaty. The juridical subcommittee recommended that the interim agreement embody the principles of NARBA, with any modifications by the Technical Committee.

While early sessions last week seemed to indicate that the Conference might become bogged down, what with Cuba standing by her demands and the U.S., Mexico and Canada likewise insistent that an interim agreement be adopted, observers felt as the new week approached that the Conference might conclude its work by the end of this week and that the delegates would return to their respective homes determined to go to work immediately on proposals for a new treaty, meanwhile operating under the interim agreement which is expected to be adopted this week.

Sessions opened Monday morning with Mr. Jett presiding. Francis Colt deWolf, chief of the Telecommunications Division, State Dept., gave the address of welcome on behalf of the U.S. and Sr. Maristany, undersecretary, Dept. of Communications, chairman of the Cuban delegation, responded on behalf of the visiting nations.

At the opening plenary session Mr. deWolf emphasized the need for more technical study before a new NARBA could be drafted. He called for understanding in solving the various problems that have arisen since NARBA was drafted and outlined three major questions before the current meeting: (1) what to do with the present NARBA; (2) intensive study by all nations looking toward a future new treaty; (3) Cuba's demands for additional channels.

He urged the Conference to continue NARBA, called on the technicians to help each other solve their problems and expressed the opinion in connection with Cuba's demands that there are "means available for the fuller use of ex-

(*Continued on page 72*)

CHAIRMEN OF DELEGATIONS attending NARBA Engineering Conference were guests of FCC Commissioner E. K. Jett, chairman of U. S. delegation and permanent chairman of Conference, at luncheon Tuesday at Blair Lee House, Washington. Lower row, l to r: Sr. Carlos Maristany, Cuba; Col. Rafael Avila Camacho, Mexico; F. H. Soward, Canada. Upper row, l to r: Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., vice chairman of U. S. delegation; John D. Hickerson, assistant director, Office of European Affairs, State Dept.; Alan D. Hodgson, Bahamas; Willard Thorpe, assistant to Assistant Secretary of State Will Clayton; FCC Chairman Paul A. Porter; H. J. Clarke, Newfoundland; FCC Commissioner William H. Wills; Brig. J. G. Deedes, United Kingdom observer; George Butler, assistant director, Office of Inter-American Affairs, State Dept.; Francis Colt de Wolf, chief, Telecommunications Division, State Dept.; Commissioner Jett.

82 Standard Cases Are Set for Hearing

Designations Comprise Largest AM Group Since October

LOOKING toward completion of its current hearings schedule in March, the FCC last week designated an additional 82 standard broadcast applications for hearings which Commission officials indicated will be held, for the most part, in April, May and June.

The designations, involving 47 hearings, comprised the largest group of standard applications set for hearing since the 231 announced last October in preparation for the present calendar [BROADCASTING, Oct. 29, Dec. 10]. They include 61 applications for new stations and 21 for changes in facilities of existing stations.

The Commission's action left an estimated 300 AM applications still not acted upon.

New Calendar Prepared

FCC officials said a new calendar of hearings would be prepared within the next few weeks, following generally the same policy used in setting up the current calendar. Competing applications involving local stations will be heard in the field and those involving serious interference or other engineering problems will be heard in Washington.

EIGHTY-TWO applications in the standard broadcast field were designated by the FCC last week for hearing in consolidated proceedings. Most of the hearings, Commission officials said, will be held in April, May and June, although a few have been or will be scheduled earlier.

Most of the cases set last week, it was explained, will be heard in April, May and June, with a few to be heard probably the latter part of March. Two, filed by Capital City Broadcasting Corp., Baton Rouge, and by Public Service Broadcasting Corp., Knoxville, both requesting 550 kc with 1 kw unlimited, were consolidated with others requesting 550 kc, to be heard Feb. 25 in Washington. New England Broadcasting Co.'s application for a new station at Worcester, Mass., on 1230 kc with 250 w unlimited was consolidated with other applications to be heard Feb. 25. Public Information Corp.'s application for a new station at Durham, N. C., on 1490 kc with 250 w unlimited was set for hearing with others March 8-16 in Washington. Collinson-Wingate Broadcasting Co.'s request for a new station in Topeka on 1490 kc with 250 w unlimited was set for hearing with others March 11-19 in Wichita.

While most of the applications were set for hearing in consolidated proceedings, nine were designated for individual hearings.

Five for 1550 Kc

The designations include five applications for the Class I-B clear channel 1550 kc, first U. S. use of which was granted Jan. 30 to Associated Broadcasters Inc., Indianapolis, for a new daytime station [BROADCASTING, Feb. 4]. The applications were filed by WSOC Charlotte, N. C.; WHYN Holyoke, Mass.; and the following applicants for new stations: Radio Springfield Inc., Springfield, Ill.; Atlanta Radio Enterprises Inc., Atlanta; WCBS Springfield, for a station at Decatur, Ill.

Among the designations was the application of John E. and Rhea Y. Fetzer for a new station, set for hearing with the application of Ashbacker Radio Corp. (see story, page 83).

Cases Designated For Hearing

CASES designated by the FCC last week for hearing follow:

550 kc

Designated in a consolidated proceeding with other applications requesting the 550 channel, scheduled to be heard in Washington on February 25, are the applications of **Capital City Broadcasting Corp., Baton Rouge, La.** (B3-P-4433), and **Public Service Broadcasting Corp., Knoxville, Tenn.** (B3-P-4434), both requesting 550 kc, 1 KW, directional antenna, unlimited time.

790 kc

Designated for hearing the application of KPHO, **Phoenix Broadcasting, Inc.** Phoenix, Ariz., for construction permit to change frequency from 1230 to 790 kc, increase power from 250 watts to 5 KW, install a new transmitter and DA, and change the transmitter location in Phoenix (B5-P-3799).

Designed for consolidated hearing the applications of **Lee Segall Broadcasting Co.** for a new station at Houston, Texas, to operate on 790 kc, 1 kw, daytime. (B3-P-4182); **Texas Star Broadcasting Co. (KTHT)**, Houston, (B3-P-4361) application to change frequency from 1230 to 790 kc, increase power from 250 watts to 5 KW day, 1 KW night, install new transmitter and DA for night use and change transmitter location; **Lubbock County Broadcasting Co.**, Lubbock, Texas, for a new station to operate on 790 kc, 1 KW, DA night use, unlimited time (B3-P-4062); **Plains Radio Broadcasting Co.** (KFYO), Lubbock, Texas, for a construction permit to change frequency from 1340 to 790 kc, increase power from 250 watts to 5 KW, install a new transmitter and DA for night use, and change transmitter location at Lubbock, and **Veterans' Broadcasting Co.**, a partnership, Houston, Texas, for a new station to use frequency 1230 kc, 250 watts unlimited time, (B3-P-4362), contingent upon grant of KTHT's application to change frequency from 1230 to 790 kc.

830 kc

Designated for hearing in a consolidated proceeding the application of **Southern Calif. Broadcasting Co.** (KWKW), San Gabriel, Cal., for con-

(*Continued on page 84*)

Colorless Video Claimed As Ready

RCA's Engstrom Gives Views At New York Conference

TELEVISION, in an all-electronic system producing black-and-white pictures the size of a newspaper page, is ready for the home, but color television belongs to the future, C. W. Engstrom, vice president in charge of research of RCA Laboratories, asserted Wednesday night at a meeting of the New York Electrical Society.

Likening present-day color television to black-and-white television in the early 1930's as something "interesting to observe and to speculate upon" but that it "lacks too much to be acceptable to the public," Dr. Engstrom listed "a few of the MUSTS" before color can be sensibly incorporated into a complete home television system:

"First, design and development of transmitters and receivers capable of meeting radically new problems in broadcast service; second, adequate time for field testing (black-and-white television was field tested for several years before its public debut); third, analysis and solution of problems relating to transmission, reception and studio operations; fourth, industry agreement on technical standards and final approval by the FCC."

RCA, Dr. Engstrom asserted, views color as a "natural outgrowth" of video progress, but, he added, "we are convinced by our achievements in all-electronic black-and-white television that any mechanical color system is outmoded."

Dr. Engstrom reported that RCA will soon go on the air in New York with an experimental 5,000 w transmitter that will operate in the higher frequencies, making tests that will produce new information about radiowave propagation and the problems that must be solved as television moves upstairs.

Commission Dismisses 25 Applications

Formulation of Policies On Allocation And Clears Awaited

APPLICATIONS involving clear channel breakdowns, power in excess of the present 50 kw maximum, and frequencies not now available for standard broadcasting in the United States were swept aside by the FCC last Tuesday, subject to reinstatement when the Commission completes formulation of clear channel and allocation policies.

In a public notice which emphasized that "pending applications inconsistent with the Commission's Rules do not afford parties any equities or priorities on the frequency," the FCC announced it had dismissed without prejudice:

1. Twenty applications requesting duplicate nighttime operation on channels reserved for exclusive nighttime use of one station only;

2. One requesting nighttime operation on a channel available in the U. S. for daytime operation only;

3. One requesting operation with more than 50 kw (the maximum, under FCC rules);

4. Three seeking to operate on 540 kc, now restricted because of Navy policies and not available to U. S. broadcasters.

How long it may be before these applications will become eligible for reinstatement was a question which the Commission did not answer. Under normal procedure, it will be months before the clear channel and allocations proceedings are completed (the clear channel hearing is to be resumed April 15). Some Commission officials said it might conceivably be "a year or longer" before the applications could be put back in line for consideration.

DISMISSAL of applications involving direct conflicts with FCC rules was ordered by the Commission last week, with provision for reinstatement at completion of pending clear channel and allocation proceedings. How long will that be? Some FCC authorities thought it might be "a year or longer."

In its public notice, the Commission asserted that it had reached the conclusion that "in many instances placing additional daytime-only stations on the U. S. I-A channels may not unduly complicate the [clear channel hearings] problems, and accordingly all such applications will be considered individually on their merits."

"When no conflict with a resolution of the general problems that are at issue in the clear channel hearing can be foreseen," the public notice continued, "additional daytime assignments on U. S. I-A channels may be made before the conclusion of the hearing."

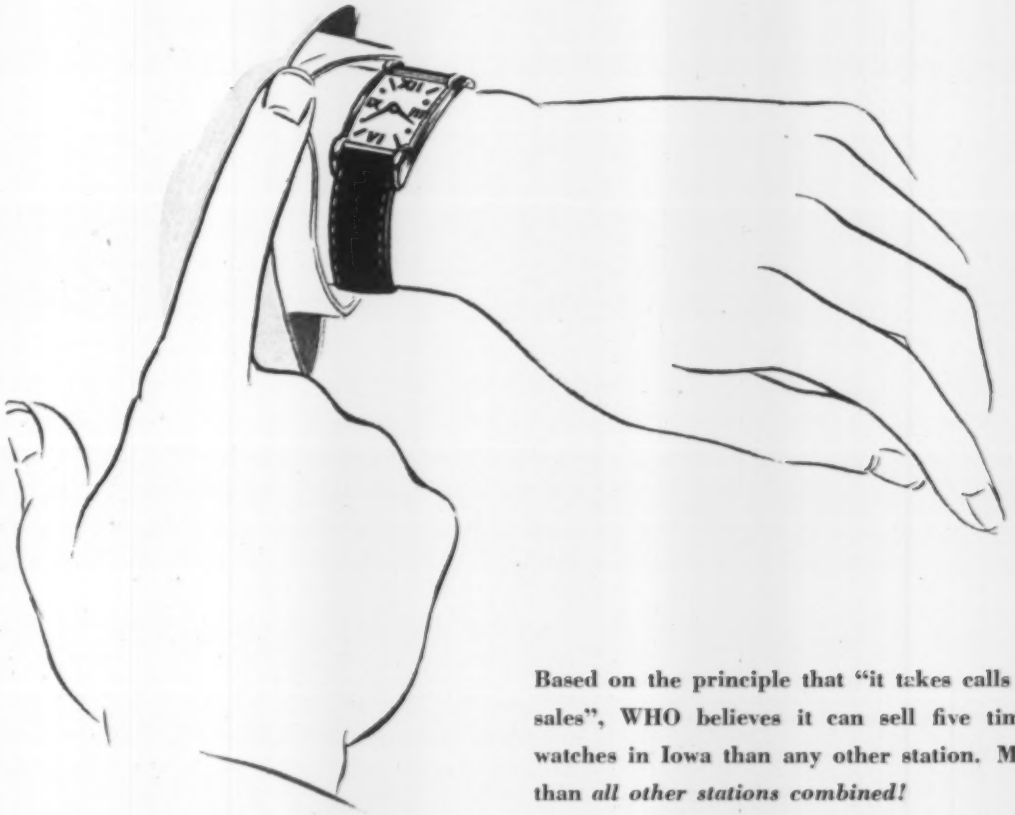
However, the Commission asserted, it is foreseeable "that severe complications may arise by authorizing the operation of additional limited-time stations [on I-A channels], and such applications will be given careful consideration with a view to determining the possible complications, and in the event they can be foreseen, the applications may be conditionally granted for daytime operation only."

In view of this disposition toward additional "noninterfering" daytime stations on I-A channels and because of the time that will elapse before the dismissed applications may be reinstated and considered, there was a belief that some of the applicants seeking clear channel breakdowns might find it expedient to amend their applications and request only daytime assignments on I-A clears. Advisability of this, Commission officials said, would depend to a great ex

(*Continued on page 70*)

Iowans who "listen most" to WHO buy 5 times more WATCHES than those who listen most to any other station!

. . . . there's 5 times as many of 'em!



Based on the principle that "it takes calls to make sales", WHO believes it can sell five times more watches in Iowa than any other station. More even than *all other stations combined!*

Why? Because WHO is listened-to-most by 55.4% of the daytime Iowa audience, as compared with 10.7% for Station B! (For every *hour* Iowa people spend with their favorite station, they spend only *ten minutes* with stations described as "heard regularly"!)

WHO is heard for more *hours*, by far more *people*, in many more *localities* than any other station in this State. Write us or Free & Peters for the proof—or prove it yourself with any kind of survey you wish to make in Iowa!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*

Station Auction Compromise Sought

Informal Conference Between NAB, FCC Studies Problem

HOPE of reaching a compromise agreement on the FCC's proposed auction plan of station transfers was expressed last week by officials of the National Assn. of Broadcasters and of the Commission.

Coincident with FCC's announcement Wednesday that time for filing briefs opposing the rule had been extended from Feb. 15 to March 15, it was revealed that an informal conference between NAB and Commission representatives had been held to explore the possibility of reaching an agreement satisfactory to both industry and the FCC without the need for oral argument.

It was on this basis, officials reported, that the request for extension of the filing deadline, made by NAB, was granted.

NAB Seeks Exceptions

While NAB hopes to secure "several exceptions" to the rule as now proposed [BROADCASTING, Dec. 24], these were not detailed in the first NAB-FCC conference but will be discussed and worked out in "further informal conferences."

One main exception which NAB is expected to seek involves transfers from an estate to heirs. Under the present terms of the proposal, heirs would be required to compete with any outside bidders for control of the station. This has been a major target of opposition briefs filed thus far [BROADCASTING, Jan. 14, 21].

New extension of deadline for filing briefs is the second, both made at NAB request. Framework of the plan was first proposed in the Crosley-Avco decision in September and was put into the form of a proposed rule in December. Deadline then set for submitting opposition briefs and requesting oral argument was Jan. 15 but this later was extended to Feb. 15.

The rule would require applicants for transfer or assignment to advertise their proposed transactions for 60 days, inviting public bids for the facilities on the same terms set out in the transfer application. FCC would consider the original and any competitive applications, approving assignment to the applicant adjudged best qualified.

One point expected to be cleared up when and if the rule is adopted is the designation of the starting date of the 60-day period in which competing applications may be filed. Commission authorities saw the need for clarification of this point when the first "outside" bid for a station was filed. Luther E. Gibson, owner of KHUB Watsonville, Cal., submitted an application matching Harmco Inc.'s previous $150,000 offer for KROY Sacramento [BROADCASTING, Feb. 44]. By one standard the application was filed two weeks after expiration of the 60-day waiting period, but by another standard it was just within the time limit.

Now Provides 60-Day Period

FCC officials pointed out that the proposed rule now provides for the 60-day period to start with the filing of the original application and also with the date of the first public advertisement, which may differ by several days. For this reason, they said the Commission itself will be asked to decide whether Mr. Gibson's application will be considered, and a clearer definition of the starting date will be sought before the rule is adopted

Another point which Commission officials said may be given consideration is the question of whether competing applicants should be required, like the original applicants, to advertise their bids. The proposed rule makes no provision for advertising except by the Commission and the original applicants, but may be changed to require competitive bidders to advertise too.

Pangborn Oregonian Business Manager; Hoyt Takes Over Denver Duties Feb. 20

PROMOTION of Arden X. Pangborn, since 1941 general manager of KGW Portland, to business manager of the *Portland Oregonian*, parent newspaper, was announced last Wednesday coincident with the appointment of M. J. Frey, former business manager, as general manager succeeding Palmer Hoyt. Mr. Hoyt, one of the country's best-known editors, had resigned Feb. 5 to become editor and publisher of the *Denver Post*. Mr. Pangborn, 39, started in as a cub reporter on the *Oregonian* 20 years ago and worked his way through the ranks. In his new status, he will continue to supervise KGW operations.

Mr. Pangborn

Mr. Hoyt

Simultaneously, H. Quenton Cox, assistant manager, was elevated to station manager of KGW. He joined KGW in 1936 and is a past official and board member of the Oregon Assn. of Broadcasters. A member of the board of governors of the Oregon Ad Club and vice president of the Pacific Advertising Assn., Mr. Cox served as special assistant to the Radio Section of the War Finance Division, headquartering at the Treasury in Washington, in connection with the Victory Loan. He too is 39.

Mr. Cox

Mr. Frey, business manager of the *Oregonian* under Mr. Hoyt. since 1938, announced the Pangborn appointment following a meeting of the *Oregonian* board of directors at which he was named general manager. Mr. Frey had been with the *Oregonian* since 1915 and was circulation manager before elevation to business manager.

Mr. Hoyt takes over new duties in Denver Feb. 20, succeeding W. C. Shepherd, editor and publisher for the last 13 years, who retires but remains as advisor.

Mr. Pangborn before entering radio, served as cub sports reporter, general reporter, city editor, executive news editor and managing editor of the *Oregonian*. In 1941 he became general manager of KGW and also of KEX Portland, until the latter's forced sale under dual ownership regulations to Westinghouse. He served for three years as Pacific Coast representative on NBC's Planning & Advisory Committee.

WJPF To MBS

WJPF HERRIN, Ill., 250 w on 1340 kc and KXOX Sweetwater, Tex., 250 w on 1240 kc, will join Mutual March 1, raising the number of MBS affiliates to 291.

Shaw Heads NCBA

GLENN C. SHAW, manager of KLX Oakland, Cal., has been elected president of Northern California Broadcasters Assn. He succeeds Arthur Westlund, manager of KRE Berkeley, who headed NCBA for six years. Ray V. Hamilton, president and general manager of KSFO San Francisco, was named secretary.

Best Elected

GORDON BEST, president of McJunkin Advertising Co., Chicago, was elected one of four members of the board of directors of the National Outdoor Advertising Bureau. Other members of the board include: H. A. Batten and Clarence L. Jordan, president and executive vice-president, respectively, N. W. Ayer & Son, Philadelphia; Theodore L. Bates, president, Ted Bates Inc., New York. John M. Paver, formerly vice president and general manager of bureau, was elected president to succeed the late Frank L. Hopkins.

FCC Action Stories

	Page
Pending "Clear" Applications Dismissed	18
More Than 80 AM Applications Set for Hearings	18
FCC, NAB Confer on Station "Auction" Plan	20
FCC Conditional FM Grants	22
WOL, KQV Authorized 5 Kw, Other Increases	24
Truman Home Town Seeks Station	42
KHQ Sale to Newspaper, WARM Transfer	42
Conditional Video Grants Seen	56
WPRP Assignment of License Approved	57
Duopoly Ruling Upheld in Evansville Case	60
Ridson Inc. Buys WDSM	76
WNEW, Church Set for Hearing	77
FCC Actions	78
Action in Ashbacker Case	83
WGAR Issued 50 kw Grant Conditionally	84
FCC Plans Confab With FM Grantees	85
Six Standard Stations Authorized	85
Non-Commercial Outlet on 900 Kc Granted	16

AFRA, MBS Name Two Arbitrators

R. P. CLAYBERGER, account executive of Calkins & Holden, New York advertising agency, has been chosen by Mutual as one member of the tri-partite panel of the American Arbitration Assn. Panel will soon start hearings in New York on the merits of AFRA's claim against the network for extra payment for performers on Mutual's sustaining series of Arch Oboler dramas because the broadcasts were aired six days late on the Pacific Coast by transcriptions.

AFRA has chosen Morris Rosenthal, vice president of Stein Hall & Co., New York importing firm, and also vice president of the Political Action Committee, as the second member of the panel. Mr. Rosenthal and Mr. Clayberger will select the third panel member from a list submitted by the AAA and hearings will probably begin in a couple of weeks.

Union's action was originally filed with AAA in Los Angeles naming Don Lee Broadcasting System as defendant [BROADCASTING, Jan. 14]. It has been transferred to New York at the request of Mutual which paid the bills for the sustaining series.

A further reason for the change of venue is that the argument will doubtless be largely concerned with the language and intent of the clause in the AFRA sustaining code covering repeat broadcasts. Since the code was negotiated in New York this testimony can be more readily obtained there.

Richmond makes Nylon

This ever-popular demand product, made in Richmond, is another of its widely diversified industries that allows the Chamber of Commerce to say: "In every major financial crisis since 1867, Richmond has been less affected than the nation as a whole."

Here's a stable, ever-prosperous market if you have something to sell.

And in radio . . . it's the aggressive, alert WLEE that Richmond has learned to listen to.

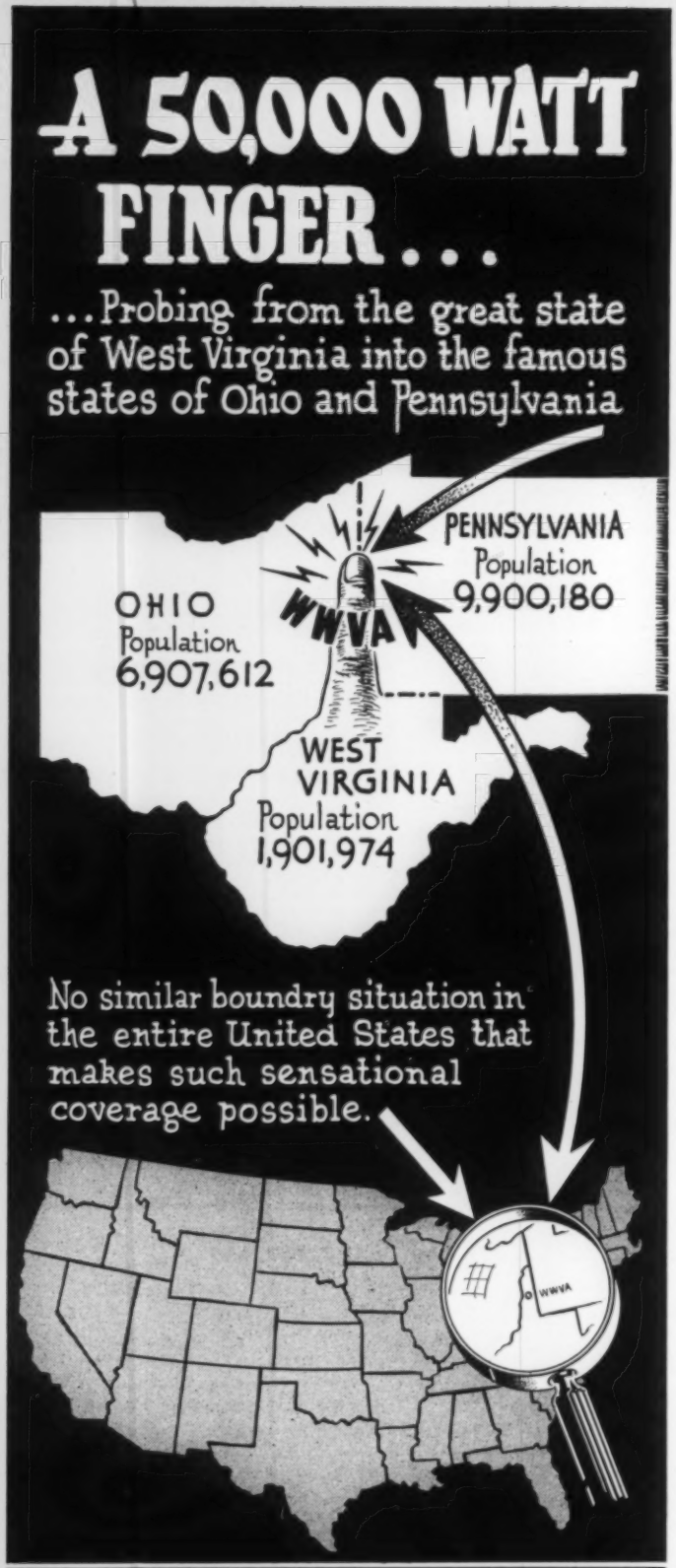
WLEE success story

You have probably received an insurance company letter offering you a leather-bound note pad . . . free. You just send a card back to them and they'll emboss your name on the pad in gold letters. Returns to such an offer are very small since everyone knows that an insurance salesman will follow through. Yet, in response to one participation in "Tello-Test" on Monday, December 3rd, Jefferson Standard Life Insurance Company received *671* requests for the pad. The program spot cost was $12.50. That's less than the cost of mailing out 671 letters on which a return of 3% or 4% would be considered highly acceptable. That's a cost per inquiry of *one and eight-tenths cents!*

W-L-E-E

In Richmond . . . the continuous prosperity market

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***


A 50,000 WATT FINGER . . .
. . . Probing from the great state of West Virginia into the famous states of Ohio and Pennsylvania
PENNSYLVANIA Population 9,900,180
OHIO Population 6,907,612
WWVA
WEST VIRGINIA Population 1,901,974
No similar boundry situation in the entire United States that makes such sensational coverage possible.
WWVA
ONE OF THE WORLD'S BETTER RADIO STATIONS
WWVA
50,000 WATTS
WHEELING, WEST VA.
FORT INDUSTRY STATION

FCC Issues Six Conditional FM Grants, Bringing Total to 304

CONDITIONAL grants authorized for new FM stations passed the 300 mark and cases set for hearing exceeded 120 as the result of actions announced last Monday by the FCC. The Commission now has taken some action on 425 out of a total of approximately 750 FM applications on file.

The Commission issued six additional grants, raising the total to 304. All but one of the new authorizations were to applicants having interests in standard stations. Frequency assignments will be given the grantees when examination of engineering data required by the Commission is completed.

In designating 52 applications for hearing, the Commission set the stage for determining which applicants will be granted the 31 frequencies available in New York, Washington, Pittsburgh and Dayton-Springfield areas. Previously, hearings were designated for applicants in the Chicago, Boston, Cleveland - Akron, Indianapolis, Providence-Pawtucket, Peoria and Ft. Wayne areas. Boston cases are scheduled to be heard March 11 and will set the pattern for procedure to be followed in other FM proceedings, probably to begin in May [BROADCASTING, Feb. 4].

Keen competition for the nine unused frequencies in the New York area was revealed by the Commission in setting 24 applications for stations for hearing. Eleven FM stations are now operating in the area.

Competing for the 11 frequencies allocated to Washington are 13 applicants, two of whom operate developmental stations in the Capital. There are no commercial FM stations in the area. Also listed are nine applicants for the six unoccupied channels in the Pittsburgh region and six for the five channels assigned to Dayton and Springfield.

SET FOR HEARING

The following are applicants for the 11 metropolitan channels allocated for Washington, D. C.: Marcus Loew Booking Agency; Mid-Coastal Broadcasting Co.; The Crosley Corp.; Everett L. Dillard tr/as Commercial Radio Eqpt. Co.; Capitol Broadcasting Co.; Cowles Broadcasting Co.; Eleanor Patterson, tr/as The Times Herald; National Broadcasting Co. Inc.; Metropolitan Broadcasting Co.; Potomac Cooperative Federation, Inc.; Evening Star Broadcasting Co. Inc., FM Development Foundation, and WINX Broadcasting Co. Inc.

The following are applicants competing for the six remaining channels for the Pittsburgh, Pa., area. (Eight channels have been made available for Pittsburgh, but two have already been assigned, one to station KDKA-FM and the other to WTNT, existing stations): WCAE, Inc.; Scripps Howard Radio, Inc.; Allegheny Broadcasting Corp.; Liberty Broadcasting Co.; West Virginia Radio Corp.; Pittsburgh Radio Supply House; David Rosenblum, tr/as Butler Broadcasting Co.; Eagle Printing Co. Inc., Butler, Pa.; and Beaver County Broadcasting Corp., Beaver Falls, Pa.

Applicants for the nine remaining channels out of 20 allotted to the New York City area, are: WBNX Broadcasting Co.; News Syndicate Co. Inc.; WMCA, Inc.; Greater New York Broadcasting Corp.; Debs Memorial Fund Inc.; American Broadcasting Co. Inc.; Hearst Radio, Inc.; Bernard Fein; WLIB Inc.; Peoples Radio Foundation, Inc.; Supreme Broadcasting System, Inc.; New York Sun Broadcasting Co. Inc.; Metropolitan Broadcasting Service; National Maritime Union Broadcasting Co. Inc.; Amalgamated Broadcasting System, Inc.; Book-of-the-Month Club Broadcasting Corp; Unity Broadcasting Corp. of New York; Frequency Broadcasting Corp.; Elias I. Godofsky.

Applicants for Newark, N. J.: North Jersey Radio, Inc.; UAW-CIO; Radio Projects, Inc., and Atlantic Broadcasting Co., and North Jersey Broadcasting Co., Inc. Paterson, N. J.

(The 11 FM metropolitan stations now operating in the New York City area are: WFMN, WQXQ, WABF, WGYN, WFGG (WGHF), WHNF, WNYC-FM, WBAM, WABC-FM, WEAF-FM, and WAAW).

Applicants for the Dayton-Springfield, Ohio, area, competing for the five channels there, are:

The Crosley Corp.; Great Trails Broadcasting Corp., Miami Valley Broadcasting Corp., all for Dayton, and Unity Corp. Inc.; Radio Voice of Springfield, Inc.; and RadiOhio, Inc. for Springfield.

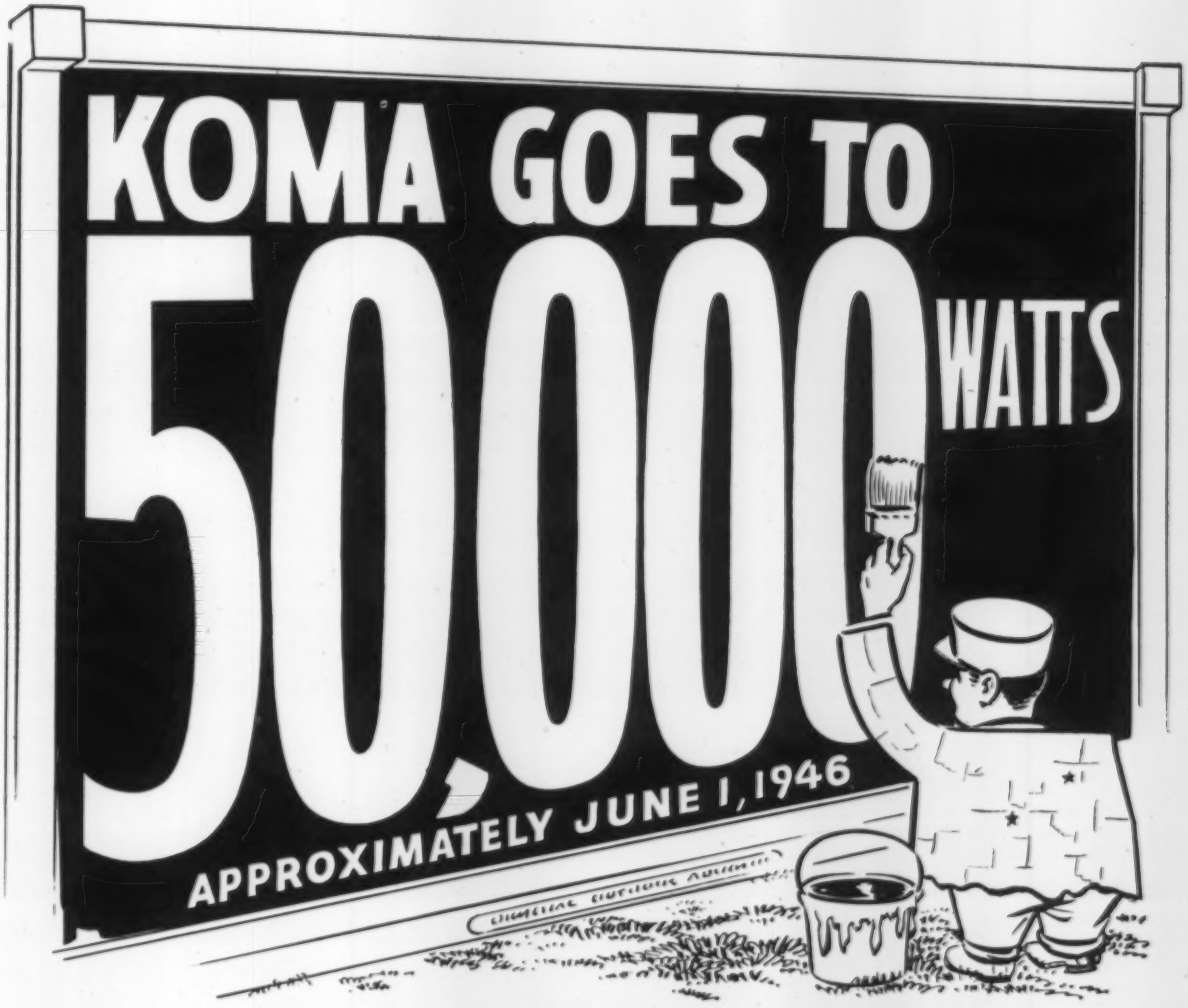
Following is a list of the grants:

City	Grantee	Type of FM Station
	CALIFORNIA	
San Luis Obispo	Christina M. Jacobson, tr/as The Valley Electric Co. (KVEC)	Metropolitan
	ILLINOIS	
Evanston	Sentinel Radio Corp.	Community
	MISSISSIPPI	
Clarksdale	Birney Imes, Sr. (WROX)	Metropolitan
	OREGON	
Portland	KALE, Inc. (KALE)	Metropolitan
	SOUTH CAROLINA	
Rock Hill	York County Broadcasting Co. (WRHI)	Community
	TEXAS	
College Station	Agricultural and Mechanical College of Texas (WTAW)	Metropolitan

Brides Are Interviewed By WHOM for Cowles

MOST NEW YORK independent stations gave special coverage to arrival of the "war brides" transport, *Argentina*, when she docked in New York last week, bearing English wives of U. S. servicemen, but WHOM covered not only for itself but other Cowles stations.

Jack O'Reilly, of WHOM's special events staff, went aboard the liner at her berth, transcribed 15-minute interviews, one with wives of Iowa men for KRNT Des Moines and one with wives of northern New Jersey men for WHOM. Direct line was run from WHOM control room to the lounge of the ship. Interviews with wives of Boston men were fed directly from WHOM to WCOP Boston on another special line.



OKLAHOMA CITY'S *First* and *Only* 50,000 watt station

Here's the most important radio news to come out of Oklahoma City in years—KOMA *is going to 50,000 watts (day and night) approximately June 1st, 1946!* Our power boost has been granted . . . our new transmitter and towers are under construction . . . and we'll soon be able to give our advertisers the complete coverage they've wanted in Oklahoma.

Take this new increase in power, add it to KOMA's smart programming and aggressive merchandising, and you have a radio package that means BETTER RESULTS from your radio dollars. For availabilities, rates and complete market data write, wire or phone KOMA, or see your Free & Peters representative.

KOMA

OKLAHOMA CITY'S CBS STATION

National Representative
Free and Peters, Inc.

AFFILIATED IN OWNERSHIP WITH KTUL, TULSA

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

In both manufacturing and farming, North Carolina sets the pace for the entire South. The value of North Carolina's manufactured products is nearly *three times* the average for the nine other Southern states. North Carolina's cash income to farmers is nearly *twice* the Southern average. Surely those facts are worth consideration when you're choosing Southern Markets!

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters.

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

WOL, KQV Increase to 5 kw As FCC Authorizes Expansions

AUTHORIZATION for 5 kw power was granted by the FCC last Wednesday to WOL Washington, a Cowles station, and to KQV Pittsburgh, owned by the Allegheny Broadcasting Corp. The grants were among seven actions taken by the Commission involving expansion or change in facilities.

A construction permit granted WOL provides for an increase in power on 1260 kw from 1 kw to 5 kw, unlimited, change in transmitter site, and use of directional antenna. The CP for KQV authorizes expansion from 1 kw on 1410 kc and provides for relocation of transmitter and installation of directional antenna for day and night use.

Expansion to 5 kw power was also authorized for WSBT South Bend, Ind., owned by the *South Bend Tribune*. The station, operating on 960 kc, was permitted an increase from 1 kw, unlimited, and required to make certain changes in its directional antenna system for day and night use.

An increase in daytime power from 5 kw LS, 1 kw night, to 10 kw LS, 1 kw night, unlimited, was granted KFBI Wichita, Kan., owned by the Farmers & Bankers Broadcasting Corp. Changes in transmitting equipment are required to effect the increase. KFBI operates on 1070 kc, a clear channel on which KNX Los Angeles is the dominant (Class-I-A) station.

The Commission granted a CP to KOAL Price, Utah, owned by Eastern Utah Broadcasting Co., to change its dial position from 1450 kc to 1230 kc, both local frequencies. However, a request from KGHI Little Rock, Ark., to shift from 1230 kc to 1240 kc was not granted but authorization to install new antenna and ground system and change transmitter and studio location were given.

A motion by E. T. Wright, applicant for a new station in Orlando, Fla., for leave to amend his application to specify 1230 kc instead of 950 kc, a regional frequency, and to make other changes was granted. However, the amended application was ordered retained on the hearing docket to be heard Feb. 11 with applicants seeking 950 kc.

The Commission also granted petitions from two applicants for stations in Marshall, Tex., a city of 18,400, eliminating one of the applicants. Marshall Broadcasting Co. was given leave to amend its application and to be removed from the hearing docket. KVOM Inc., the competing applicant, was granted its petition to withdraw its application without prejudice. Both cases, involving the use of 1450 kc, were included among hearings originally scheduled to begin Jan. 21 in Dallas and postponed to Jan. 30 as a result of withdrawals [BROADCASTING, Feb. 4].

Would Ban Liquor

ANOTHER bill to amend the Communications Act making it unlawful to advertise alcoholic beverages on the air has been referred to the House Interstate & Foreign Commerce Committee. Rep. John Rankin (D-Miss.) introduced the measure (HR-5238). Several such bills have been pending before committees of both Houses of Congress, some as far back as 1935. Mr. Rankin's proposed legislation would make it a misdemeanor, punishable by a $1,000 fine or a year in jail, or both, for a broadcaster to accept liquor advertising.

JAMES NEW SPECIAL COUNSEL TO PORTER

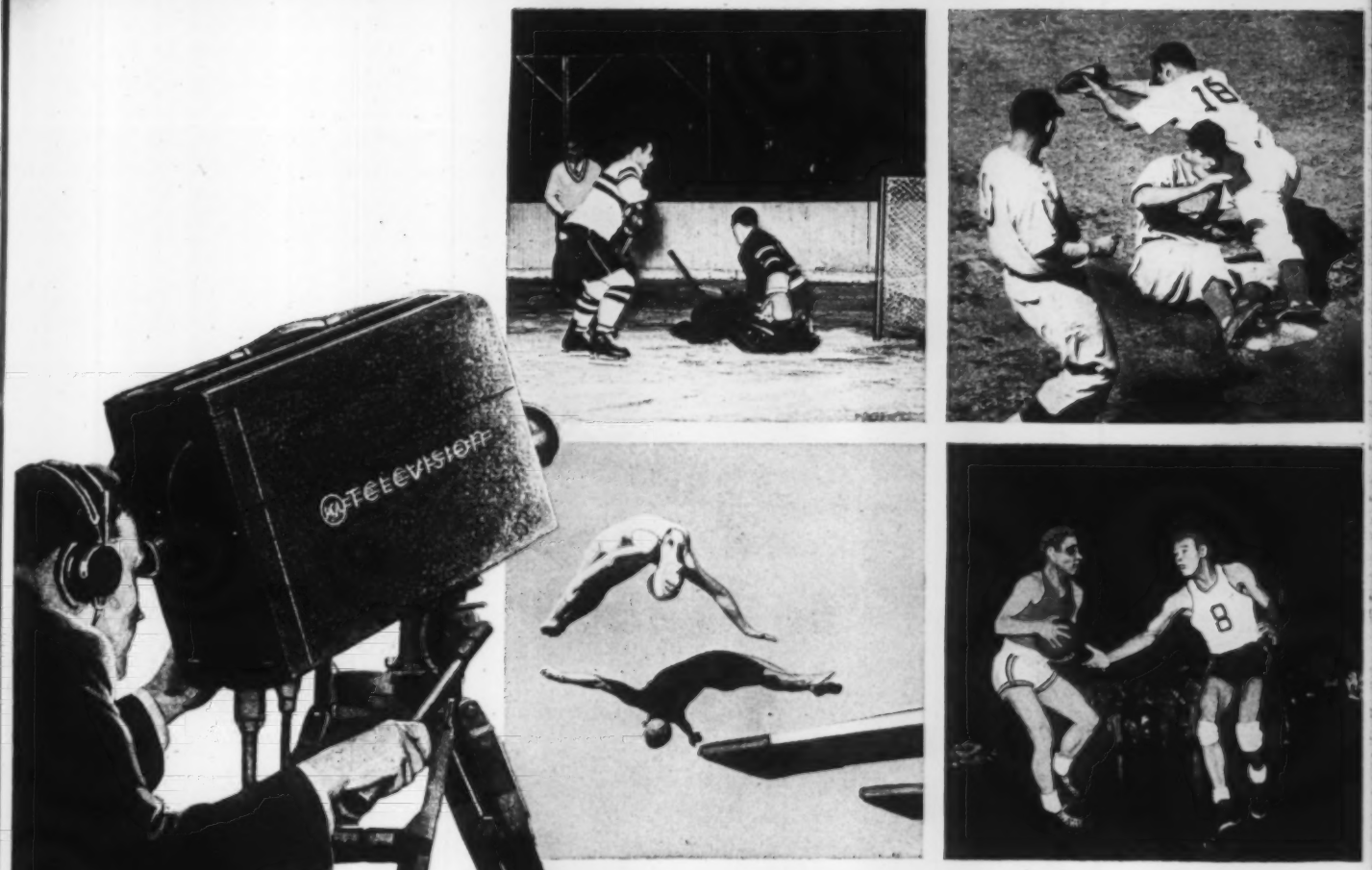
W. ERVIN JAMES, a former assistant secretary of the FCC, took office last week as special counsel to Chairman Paul A. Porter. Mr. James recently returned to civilian life after two years service as a lieutenant in the Navy. He had been attached to the *U. S. S. Nevada* as communications watch officer and legal aide and had seen action in the Pacific theatre.

Mr. James

Mr. James will occupy the same position as that previously held by Nathan David, Peter Shuebruk, and Norman Jorgensen, successively, when James L. Fly was chairman. He will relieve Chairman Porter of certain administrative responsibilities and handle special assignments.

A native of Montgomery, Ala., Mr. James came to the Commission in 1941, serving as assistant to Comr. Clifford J. Durr and subsequently as FCC assistant secretary. From 1939 to 1941 he was in the Administrative Management Section, Dept. of Commerce, and from 1934 to 1939 he was office manager of the Employment Division of the old Works Projects Administration. Previously, he was secretary to Thad Holt, then director of the Alabama Relief Administration, now manager and part owner of WAPI Birmingham.

Mr. James received his Navy commission in 1944, after which he took his indoctrination course at Fort Schuyler, N. Y., and was given further preparation at the Naval Communications School at Harvard. He was with the Third Fleet in the East China Sea and participated in the actions at Iwo Jima and Okinawa. He is married and has one son.



RCA's New Television Camera Slashes Program Costs

Its super-sensitivity opens up a wealth of new, low-cost program opportunities

THE ECONOMIES made possible by this new RCA television camera pave the way to inexpensive television programming, even in small towns and cities.

It is one hundred times more sensitive than conventional television cameras—more sensitive than the human eye under many conditions. It can pick up scenes, illuminated by the mere flicker of a match, with amazing sharpness and clarity.

When this camera was recently used to bring the Army-Navy game to televiewers in the New York area, a metropolitan newspaper reported, "It was somewhat like being at the game and equipped with powerful field glasses."

Day or night sports events, on-the-spot news coverage in any kind of weather, remote indoor pickups in theaters, concert halls, schools, and churches are only a few of its limitless application possibilities.

No longer is it necessary to rely primarily on expensive, specially prepared *studio* productions for program material. Expensive-to-solve lighting problems are eliminated.

The "eye" of this camera is a new, RCA developed electron tube—the image orthicon—which has unique "electron multiplier" stages to increase the output signal. Pre-amplifiers in the camera add to the amplification.

This new camera (and its associated equipment) offers you a real opportunity to get your television station under way. It is lightweight, portable, can be quickly set up, and is easy to use. It should prove to be an invaluable tool if you plan to do experimental program work.

For further information, write: Radio Corporation of America, Department 18 B, Broadcast Equipment Section, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.

It happened on NBC

In the Beginning . . .

AUGUST 4, 1933

Fred Allen started the first of his programs over NBC. This was a half-hour musical revue, co-starring Ferde Grofe and his orchestra.

JULY 11, 1934

Fred Allen inaugurated his famous "Town Hall Tonight" series of hour-long Wednesday night programs on NBC—destined to be heard for six years—until 1940.

• Allen's Alley is one of the busiest thoroughfares in the world. The traffic cop on Allen's Alley states that each Sunday night it swarms with some twenty-five million people.

• That's a lot of people, and they are all attracted by that famous laugh-tour conductor, Fred Allen. Accompanied by the zany Portland Hoffa, Fred brings his millions down the Alley for vocal visits highlighting the dour Bronxisms of Mrs. Nussbaum, the Down-East nasalisms of Titus Moody, the inflated fantasies of Falstaff Openshaw, and the Bourbon-scented conversational impasses of Senator Claghorn. Fred Allen discovered the Alley a number of years ago on NBC. Currently in the fifth month of his new NBC series for Standard Brands, after a sixteen-month self-imposed absence from the air, this modern Pied Piper

The Story of Fred Allen) NO. 9 OF A SERIES

Today . . .

OCTOBER 7, 1945

After four years on another network and sixteen months off the air, Fred Allen returned to NBC, receiving an opening Hooper rating of 21.2—the highest first-time Hooper rating ever recorded for any program to date—*leaping into fifth place among all Hooper-rated programs with his first broadcast.*

DECEMBER 31, 1945

Fred Allen ended the first three months of his new Sunday night series on NBC with a Hooper rating of 25.0, easily holding his own among top Hooper-rated programs.

wn- ads larger throngs than ever down Allen's Alley.
sies Early in his career Fred was a juggler. He never
con- ot over the habit. Now he holds the spotlight while
llen e juggles Tender Leaf Tea on one hand and Blue
BC. onnet Margarine on the other—and sales soar in
ries rocery stores on every street, lane, avenue and high-
elf- ay in America.
per What makes Allen's Alley as well known to Americans as Broadway, Fifth Avenue, or Main Street in Mr. Benny's Waukegan? It has the all-star attraction of Fred Allen and his troupe of fun-makers; it is paved with the superlative facilities of the NBC Network; it is populated by the vast NBC audience; and it is located just around the corner from 79 Wistful Vista, Kraft Music Hall, Duffy's Tavern and other great shows on NBC.

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

Time Sales

(*Continued from page 15*)

000 as compared to 1944. Increased cosmetic and toilet goods advertising was responsible for nearly all of the increase. Dentrifices declined slightly, and proprietary volume remained comparatively unchanged.

Soft drink and confectionery network volume decreased 8.8%. Financial and insurance advertising increased 43.1% as against 1944. This business, however, constituted only 1.5% of network volume.

Food advertising, representing 22.2% of network volume as compared to 31.2% for cosmetics and drugs, remained comparatively unchanged from 1944 levels. Gross billings in this field decreased less than 1%.

Garden supplies volume rose nearly three-fold, while household equipment and furnishings increased 76%, due to the marked rise in the advertising of power equipment, refrigerators and kitchen equipment. Jewelry and silverware rose 4.1%.

Gasoline and lubricating oil volume dropped 5.8% from 1944 levels, while farm machinery rose 14.5%. Paint advertising experienced one of the biggest declines in the network field, dropping off 58.2% from its 1944 level. Radio set advertising decreased 10.7%, shoe advertising 39.3% and sporting goods volume (a minor factor in the field) 85.5%.

Network sponsorship by publishers and stationery manufacturers rose 35.8% during the year, gains being divided almost evenly between these two sub-classifications. Travel advertising increased 52.5%, while the advertising of beers and wines dropped 14.7%.

The volume of "miscellaneous" advertising decreased 40.5%, as compared with the preceding year. A significant portion of this decrease was accounted for by the almost complete elimination in 1945 of the $1,531,000 amusement billings of 1944.

ESTIMATED NATIONAL NETWORK GROSS BILLINGS BY PRODUCT GROUPS: 1939 & 1945

Product group	Gross billing 1939	Gross billing 1945	% increase
1. Automobile & accessories	$3,275,879	$8,706,174	164.5
2. Building materials	175,773	2,238,670	1,173.6
3. Cigars, cigarettes & tobacco	11,668,090	16,236,654	39.1
4. Clothing & drygoods	253,919	1,849,662	628.4
5. Confectionery & soft drinks	2,275,492	9,398,966	313.0
6. Drugs & toilet goods	22,425,671	59,494,408	165.3
7. Financial & insurance	1,019,749	3,004,765	194.8
8. Food & food beverages	24,649,778	42,299,043	71.6
9. Garden & fields	.....	51,530	
10. Household & furnishings	499,032	4,206,722	742.9
11. Jewelry & silverware	235,244	1,435,808	510.3
12. Lubricants, fuel, etc	4,275,603	7,206,009	68.5
13. Machinery, farm equipment, etc	327	878,276	
14. Paints & hardware	340,157	451,893	32.6
15. Radios, phonographs, etc	860,724	3,341,958	288.4
16. Shoes & leather goods	295,165	313,235	61.0
17. Laundry soaps & household supplies	9,783,625	13,698,974	48.0
18. Sporting goods	.....	94,916	
19. Stationery & publishers	296,193	6,940,042	2,213.3
20. Travel & hotels	44,886	518,330	105.2
21. Beer & wines	9,744	2,302,803	2,292.0
22. Miscellaneous	728,762	6,135,654	740.7
Total	$83,113,813	$190,747,628	129.5

New Radio Structure

The YEARBOOK analysis points out that with the passing of the war, two new portions of the radio structure are poised to take their place among advertising media. Some amount of commercial time already has been sold both in FM and television by a handful of stations, it is brought out. But the dollar volume has been inconsequential and has represented but a minute fraction of the costs involved in establishing these services.

The YEARBOOK analysis also analyzes radio advertising during the war and ventures into what the future holds. It points out that competition between media soon will be resumed on a reasonably normal basis and that radio will have its own problems and opportunities in the development of new services.

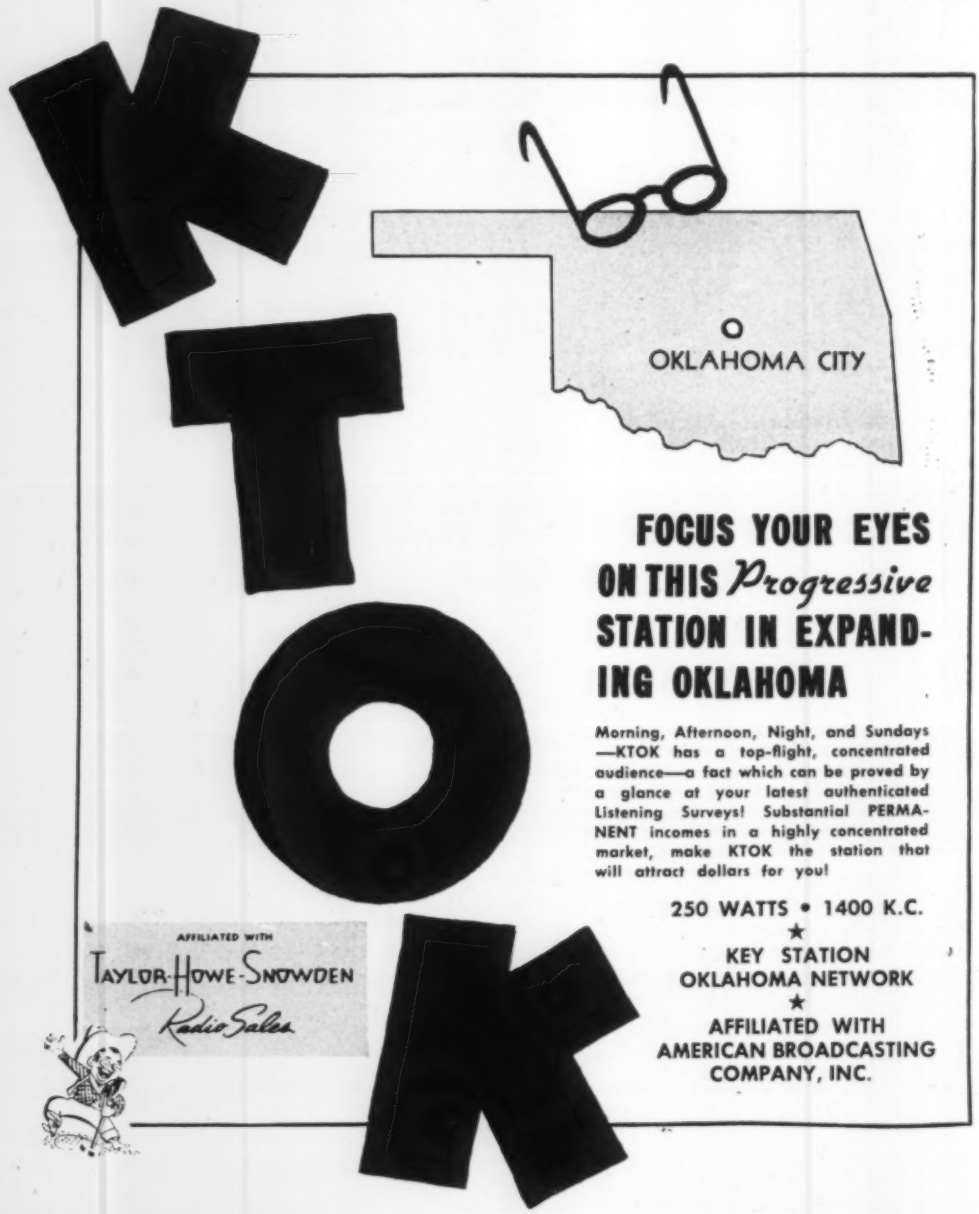
In the detailed comparison of wartime activity, the analysis breaks down business for the period between 1939 and 1945. It brings out that broadcast advertising, along with other media, enjoyed its greatest period of relative growth—other than in the pioneering years—during the war. Total *net time sales* increased 139.7% from 1939 to 1945—from $129,968,026 to $310,550,000.

National Spot Increase

The analysis depicts the strong trend upward in national spot business since 1939—amounting to 173.1%—the largest relative gain registered by any portion of the medium. Local advertising increased during that span by 145.9%, while national advertising showed the smallest relative gain from 1939 to 1945, achieving 109.2%.

Illustrated by tables and charts showing broadcast revenues in the various fields from 1939 to 1945, the YEARBOOK analysis brings out that for the past 10 years national network volume, while remaining the largest single item in the medium's *net time sales*, has been comprising a continually decreasing proportion of the total. In 1939 it accounted for 49.9% of *net time*

(*Continued on page 30*)


KTOK
OKLAHOMA CITY
FOCUS YOUR EYES ON THIS Progressive STATION IN EXPANDING OKLAHOMA
Morning, Afternoon, Night, and Sundays —KTOK has a top-flight, concentrated audience—a fact which can be proved by a glance at your latest authenticated Listening Surveys! Substantial PERMANENT incomes in a highly concentrated market, make KTOK the station that will attract dollars for you!
250 WATTS • 1400 K.C.
★
KEY STATION OKLAHOMA NETWORK
★
AFFILIATED WITH AMERICAN BROADCASTING COMPANY, INC.
AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

Federal's vast TUBE-MAKING EXPERIENCE focussed on FM

NEW HIGH-PERFORMANCE TUBES FOR FM TRANSMITTERS

Federal's notable achievements over the years in the development of high-power tubes to operate efficiently in the upper portions of the radio spectrum . . . now is reflected in the design and production of *new* power tubes for FM application.

Employed in the power amplifier stages of FM transmitters . . . these air-cooled, high efficiency vacuum tubes assure long life, dependable performance and stable operation.

In focusing its vast tube-making experience on FM . . . Federal adheres to all the eminent standards it established and has maintained during more than three decades of contribution to the art.

For the finest in FM tubes . . . specify Federal . . . because "Federal always has made better tubes."

Federal Telephone and Radio Corporation

Export Distributor: International Standard Electric Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

KANSAS CITY
IS A
KOZY
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*
ELIZABETH WHITEHEAD, *Station Director*

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

ESTIMATED NATIONAL NETWORK GROSS BILLINGS BY PRODUCT GROUPS: 1944 & 1945

Product group	Gross billings 1944	% total	Gross billings 1945	% total
1. Automobile & accessories	$9,554,665	5.0	$8,706,174	4.5
2. Building materials	3,115,404	1.7	2,238,670	1.3
3. Cigars, cigarettes & tobacco	19,363,196	10.1	16,236,654	8.5
4. Clothing & drygoods	1,342,202	0.7	1,849,662	0.9
5. Confectionery & soft drinks	10,281,200	5.4	9,398,966	4.9
6. Drugs & toilet goods	53,236,498	27.9	59,494,408	31.2
7. Financial & insurance	2,109,901	1.1	3,004,765	1.5
8. Food & food beverages	42,567,410	22.4	42,299,043	22.2
9. Garden & field	19,112	1.3	51,530	2.2
10. Household & furnishings	2,391,824		4,206,722	
11. Jewelry & silverware	1,380,692	0.8	1,435,808	0.7
12. Lubricants, fuel, etc	7,652,746	4.0	7,206,009	3.8
13. Machinery, farm equipment, etc	767,642	0.4	878,276	0.4
14. Paints & hardware	1,083,148	0.6	451,893	0.2
15. Radios, phonographs, etc	3,743,882	1.9	3,341,958	1.7
16. Shoes & leather goods	515,916	0.2	313,235	0.2
17. Laundry soaps & household supplies	12,260,429	6.4	13,698,974	7.3
18. Sporting goods	656,040	0.3	94,916	3.7
19. Stationery & publishers	5,248,874	2.7	6,940,042	
20. Travel & hotels	339,631	0.2	518,330	0.3
21. Beer & wines	2,699,168	1.4	2,302,803	1.3
22. Miscellaneous	10,347,496	5.5	6,135,654	3.2
Total	$190,677,076	100.0	$190,747,628	100.0

Time Sales

(*Continued from page 28*)

sales and in 1945 only 42.1%. This was interpreted as bearing out the trend toward an even broader distribution of the radio advertising dollar.

Increasing Diffusion

The charts and tables show the increasing diffusion of the advertising dollar in analysis of revenues among classes of stations and by size of city. In a study of trends of station revenues during the past decade, the YEARBOOK index reveals there was a general tendency for broadcast revenues to rise to a greater relative degree in the smaller communities as far as regional and local stations were concerned. Average station revenues of the 50,000 w class experienced the smallest percentage of growth of any major station group—56.2% during the span 1939-44. This compared with a 76.5% increase for regionals and 67.1% for local unlimited time stations.

In general, there was greater growth in revenues of smaller stations. Local stations in particular improved their situation as compared to former years. During the 1937-40 period, average local unlimited time station revenues increased only 5.1% as compared to a 16.1% rise for regional unlimited stations.

National network gross billings increased 129.5% during 1939-45, but the widening of product sponsorship was most significant. Despite this trend, the biggest gains in dollar volume were registered by the older established product groups. The largest single increase in dollar volume—approximately $17,800,000—came in the food group. Confectionery and soft drink volume and drug and toilet goods advertising increased about $7,000,000 each. Automotive advertising increased nearly $5,500,000 and tobacco advertising $4,500,000, with soap and kitchen supply billings increasing $4,000,000.

In a chapter devoted to "What the Future Holds," the YEARBOOK analysis brings out that forces which will be at work in 1946 may well set the stage for years to come. Much will depend upon the labor situation, the degree of production which can be gotten under way and the success of such control of inflation as the Government may be able to continue or impose.

AVERAGE STATION BROADCAST REVENUES: 1939 & 1944

Class of Station	Net time sales 1939	Net time sales 1944	% increase
Clear channel:			
50 kw unlimited	$819,853	$1,281,217	56.2
50 kw part-time	439,559	802,017	82.2
5-25 kw unlimited	238,881	449,611	87.3
5-25 kw part-time	125,479	372,019	196.0
Regional:			
Unlimited	182,225	321,196	76.5
Part-time	94,088	163,576	74.0
Local:			
Unlimited	56,229	93,567	67.1
Part-time	45,280	66,645	48.1

Opera Popular

WLAW Lawrence, Mass., reports that it has "definitely established" the popularity of the Texaco Saturday afternoon opera broadcasts in the New England area. Listener requests for ballots to choose operas to be given have reached WLAW from 107 communities in Massachusetts, New Hampshire, Vermont and Maine.

British Video Expands

TELEVISION lines costing $4,000 a mile (land cables) from London to Birmingham, Newcastle-on-Tyne, and into Scotland have been given a "number one priority" by the British Government, it is reported. Additional television cameramen are most in demand for the new services, it is reported, with new talent and announcers also needed.

welcome back LT. BILL WELDON . . .

It's swell to have you with our New York office again! We've missed you the three years you've been away with the Navy. And so have the many friends you've worked with since starting with us in 1934. We know that they join in our best wishes for your continued success . . . and are as glad as we are to say,

"welcome home"

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

Coverage

...in Philadelphia

Pattern broadcasting over

WDAS

covers the Philadelphia market

at lowest cost

★

WDAS covers the largest cross-section of the buying public in the Philadelphia area... *at lowest cost.* Ask Philadelphia's Outstanding Full-Time Independent Station about a package of spots that will cover your market.

★

With "Coverage" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

INSECURITY BLAMED FOR MUSIC TROUBLE

INSECURITY of employment is the reason why "musicians are among America's most flagrant featherbedders," Merlyn S. Pitzele, member of the New York State Board of Mediation and of the panel of arbitration of the American Arbitration Assn., states in an article, "Labor's Featherbeds—What They Cost You," in the February issue of *American Magazine.*

Citing AFM's complete tie-up of the musical-recording business for more than a year and its present dual-crew demands for AM-FM broadcasts which are "hindering the emergence of a revolutionary new method of staticless broadcasting," Mr. Pitzele says that the musicians act this way because "their jobs are among the most insecure."

Mr. Pitzele's answer to the featherbedding of AFM and other unions is full employment. "If everyone is assured of a job there will be no reason to try to hold back in order to spread a job out. Meanwhile, the big objective should be to get the subject of restrictions on output out on the bargaining table where the curbs can be examined and discussed."

He concludes: "If we are to have any real prosperity that will last, labor must take up its featherbeds and walk."

Radio Pledges Support To Red Cross 1946 Goal

REPRESENTATIVES of New York independent stations and the press were present at a luncheon on behalf of the Red Cross 1946 Fund held last Monday at the Waldorf-Astoria, when radio's assistance was called upon once again for its fullest support. The campaign goal is $100,000,000 and the period for the drive will be March 1-31. Plans are for the initial broadcast to be carried on all four networks on March 1. Tentative program is to include President Harry Truman on the broadcast.

Red Cross has prepared a radio kit for independent stations which includes human interest stories, brief items, transcriptions of 13½ minute dramatizations featuring various Red Cross Services (which may be sponsored) and spot announcements stressing the local campaign.

NAB has also prepared 16 chain breaks, eight dramatized spots (45 seconds) and six dramatizations by stars (4½ minutes) to assist in radio's part in the Red Cross March drive.

James E. Sauter, Chairman of Red Cross Radio Committee, presided at the luncheon. Speakers were Jarvis Cromwell, Greater New York Campaign chairman; James M. Cecil, Public Information Chairman; and Miss Carmel White, recently returned from overseas Red Cross service.

Maj. Howe Discharged; Heads N. J. CP Applicant

Major Howe

MAJ. JAMES L. HOWE, Assistant Chief of Staff, Intelligence, has been discharged after 3½ years service. He will become president of Chanticleer Broadcasting Co., applicant for a 250 w AM station in New Brunswick, N. J.

Maj. Howe served as detachment commander of the Prestwick, Scotland, Army Airways Communications System installation and later as group security officer for the 64th AACS group where he was a member of the AACS team that operated communications necessary for shuttle bombing to and from Russia.

In June 1944 he returned to the States and was assigned to Headquarters AACS as chief of the Cryptographic Division, later advancing to the intelligence post.

He is a graduate of Rutgers U., New Brunswick. In 1935 he joined the Allen Brothers, operating WBTM Danville, Va., WLVA Lynchburg and WSLS Roanoke. He was president of the Virginia State Junior Chamber of Commerce in 1942.

KGAK Opens Formally At Gallup Armory Feb. 9

FORMAL OPENING of KGAK Gallup, N. M., operating on 1230 kc with 250 w unlimited time, was to be held Feb. 9 at 8:30 p.m. in the Gallup Armory with music by the municipal band, vocal and instrumental solos, and addresses by city officials and civic leaders.

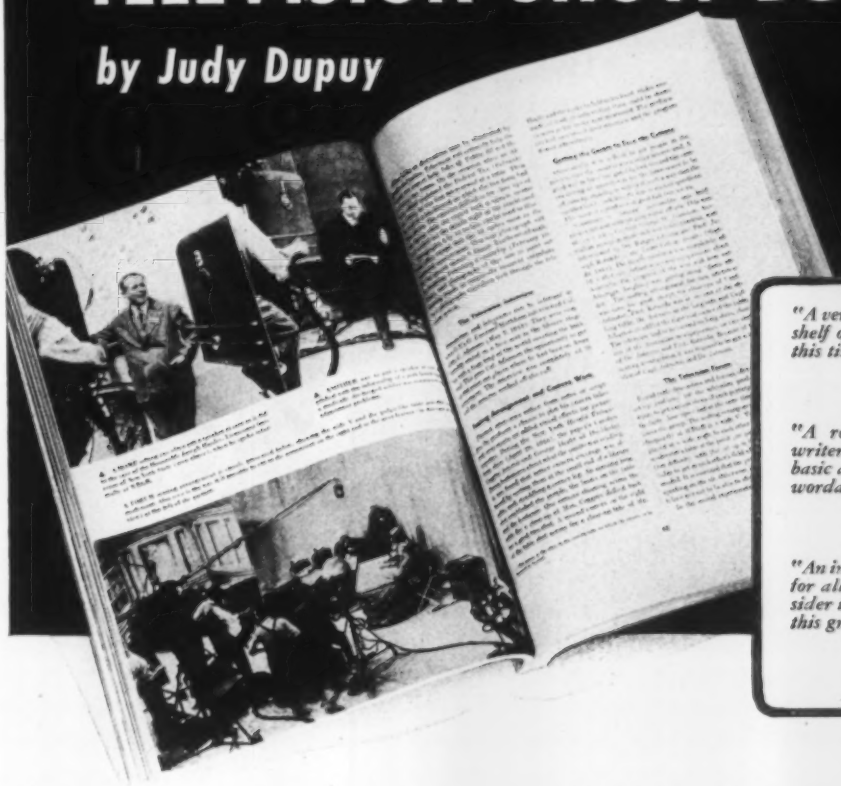
The station, owned by Albert E. Buck and Merle H. Tucker doing business as Gallup Broadcasting Co., is operated by the following personnel: Frank E. Cooke, manager; E. L. Gemoets, chief engineer; Fred Hall, formerly of the Navy, announcer-engineer; Virginia Scoopmire, formerly of KGGM Albuquerque and KOMA Oklahoma City, secretary-bookkeeper. Additional appointments will be made later, officials said.

37 chapters of Television *know-how*

"TELEVISION SHOW BUSINESS"

by Judy Dupuy

PRICE
$2.50



"A very definite contribution to the small shelf of texts on the subject available at this time."

LAWRENCE W. LOWMAN
Vice-President in Charge of Television
Columbia Broadcasting System

"A real handbook for the television writer, director or producer. Factual, basic as well as entertaining in style and wordage."

CAPT. W. C. EDDY
Director of Television
Station WBKB, Chicago, Illinois

"An intelligent and comprehensive guide for all programming personnel . . . consider it a must for anyone associated with this great new entertainment medium."

PAUL MOWREY
Manager of Television
American Broadcasting Company

IN 246 large pages, lavishly illustrated with 71 photographs and charts, this up-to-the-minute *indexed* book helps you to—

- Shape your television programs for greatest interest and acceptance.
- Handle drama, music, dancing, and newscasts most effectively.
- Get top response from special features such as forums and round tables, fashions, puppets, quizzes, games, and public service programs.
- Capitalize on motion-picture sound films for regular or "fill-in" use.
- Organize and operate your studio, from control room through cameras and microphones to properly lighted stage.
- Costume and make up actors properly, prepare professional scripts; handle other details of a successful television station, including accurate checking of audience response.

"Television Show Business" has been written for General Electric by Judy Dupuy, authority on television and show business, editor and producer. It is backed up by more than six years' operating experience at Station WRGB, Schenectady. Every station executive and show producer should have this handbook on television programming and production.

Those entering television will find that G.E.'s experience marks out clearly the path to successful programming. Experienced directors and artists will benefit greatly by studying new methods which others in the field have tested and recommended. Order "Television Show Business", at $2.50 per copy, direct from *Electronics Department, Room 122B, General Electric Company, Schenectady 5, New York.*

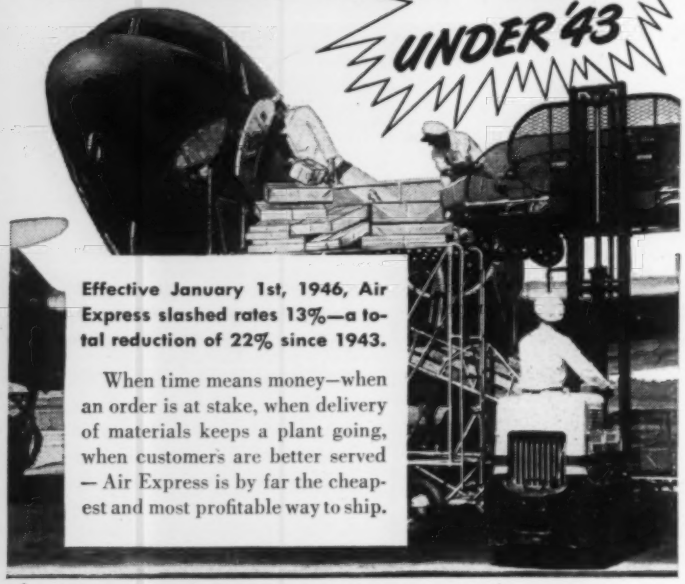
GENERAL ELECTRIC

SAVE TIME MAKE MONEY

SHIP by AIR EXPRESS

RATES CUT 22%

UNDER '43



Effective January 1st, 1946, Air Express slashed rates 13%—a total reduction of 22% since 1943.

When time means money—when an order is at stake, when delivery of materials keeps a plant going, when customers are better served — Air Express is by far the cheapest and most profitable way to ship.

Specify Air Express-a Good Business Buy

Shipments travel at a speed of three miles a minute between principal U. S. towns and cities, with cost including special pick-up and delivery. Same-day delivery between many airport towns and cities. Rapid air-rail service to and from 23,000 off-airline points in the United States. Service direct by air to and from scores of foreign countries in planes made in America, operated by American personnel and flying the U. S. flag.

HERE'S HOW LITTLE IT COSTS (U. S. A.)					
AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.23	3.07
349	1.02	1.18	2.30	3.68	9.21
549	1.07	1.42	3.84	6.14	15.35
1049	1.17	1.98	7.68	12.28	30.70
2349	1.45	3.53	17.65	28.24	70.61
Over 2350	1.47	3.68	18.42	29.47	73.68

AIR EXPRESS

AIR EXPRESS

GETS THERE FIRST

Write Today for new Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Railway Express office.

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

Hearings

(*Continued from page 18*)

struction permit to change frequency from 1430 to 830 kc, increase power from 1 to 5 KW, install new transmitter and antenna, and change transmitter location; and application of **Orange County Broadcasting Co.**, Santa Ana, Cal., for construction permit for a new station to operate on 830 kc, 5 KW, daytime only. (B5-P-4242).

850 kc

Designated for hearing in a consolidated proceeding the application of **The A. S. Abell Co.**, Baltimore, Md. (B1-P-4297), for a construction permit for a new station to operate on 850 kc, 1 KW, DA, unlimited time, and the application of **Berks Broadcasting Co.** (WEEU), Reading, Pa., for a construction permit to change its hours from daytime to unlimited, install a new transmitter and DA for night use, and change transmitter location of station operating on 850 kc.

940 kc

Designated for hearing the application of **Bluegrass Broadcasting Co. Inc.**, for a new station at Versailles, Ky., to operate on 940 kc, 1 KW, unlimited time. (B2-P-4315).

950 kc

Designated for hearing in a consolidated proceeding the application of **Radio Americas Corp.**, Mayaguez, P. R., for a new station (B-P-4296) to operate on 950 kc, 1 KW, unlimited time, with application of **Puerto Rico Communications Authority** for a new station at Piedras, P. R., to operate on frequency 940 kc, 10 KW, DA, unlimited time. (B-P-4397).

960 kc

Designated for consolidated hearing the application of **Lubbock Broadcasting Co.**, Lubbock, Texas, for a new station to operate on 960 kc, 1 KW, daytime only, with application of **Worth Broadcasting Co.** (B3-P-4448), for a new station at Fort Worth, Texas, 960 kc, 5 KW, daytime only.

980 kc

Designated for consolidated hearing the application of **Skyland Broadcasting Corp.** (B2-P-3748), for a new station at Dayton, Ohio, to operate on 980 kc, with 5 KW, DA, unlimited time, with application of **Ohio-Michigan Broadcasting Co.** (B2-P-4046), for a new station at Toledo, Ohio, on the same frequency with 5 KW power and DA for night time, unlimited time, and application of **Greater Muskegon Broadcasters Inc.** (B2-P-3977), for a new station at Muskegon, Mich., to operate on 980 kc, 1 KW, daytime only.

1030 kc

Designated for consolidated hearing the application of **Fort Wayne Broadcasting Inc.** (B4-P-4178) for a new station at Fort Wayne, Ind., and the application of **Marion Radio Corp.** (B4-P-4429), for a new station in Marion, Ind., both requesting frequency 1030 kc, with 1 KW power, daytime only.

1050 and 1070 kc

Designated for hearing in the same consolidated proceeding including applications of Palladium Publishing Co., Benton Harbor, Mich., and Myles H. Johns, Milwaukee, Wis., the applications of **William L. Lipman**, for a new station at Kenosha, Wisc., to use frequency 1050 kc, 250 watts, daytime only, (B4-P-4436), and application of **Monona Broadcasting Co.** (B4-P-4404), for a new station at Madison, Wis., to operate on frequency 1070 kc, with 10 KW, DA at night, unlimited time.

1060 kc

Designated for hearing the application of **Westinghouse Radio Stations, Inc.** (KYW), Philadelphia, Pa., for a construction permit to install a new directional antenna system retaining its present frequency of 1060 kc and its present power of 50 KW, unlimited time. (B2-P-3855).

1080 kc

Designated for hearing the application of **Lake Superior Broadcasting Co.** (B4-P-4278), for a new station at Duluth, Minn., to operate on 1080 kc, 10 KW, directional antenna, unlimited time.

Designated for consolidated hearing the application of **Mid-America Broadcasting Corp.** (B2-P-2760), for a new station at Louisville, Ky., to operate on 1080 kc, 1 KW night, 5 KW-LS, DA, unlimited time, with application of **Kentucky Broadcasting Corp. Inc.**, (WINN), Louisville, (B2-P-4169), to change frequency from 1240 to 1080 kc, increase power from 250 watts to 1 KW night, 5 KW day, install new transmitter and directional antenna, and change transmitter location.

1090 kc

Designated for consolidated hearing the application of **W. Wright Esch,** (WMFJ), Daytona Beach, Fla., (B3-P-4320), to change frequency from 1450 to 1090 kc, increase power from 250 watts to 1 KW, install a new transmitter and directional antenna for night use, and change transmitter location, with application of KTHS, (B3-P-3814; Docket 7086), already in hearing docket, to move station to West Memphis, Ark., increase power, etc. on frequency 1090 kc.

1150 kc

Designated for consolidated hearing the application of **Fostoria Broadcasting Co.** (B2-P-4430), Fostoria, Ohio, for a new station to operate on 1150 kc, with 1 KW, daytime only, with application of **Northwestern Ohio Broadcasting Corp.** (B2-P-4447, for a new station at Lima, Ohio, on frequency 1150 kc, with 1 KW power, directional antenna, unlimited time.

1170 kc

Designated for hearing in a consolidated proceeding the applications of **Finley - McKinnon Broadcasting Co.** (B5-P-3705), for a new station at San Diego, Cal., with the application of **Valley Broadcasting Co.** (B5-P-4202), for a new station at San Jose, Cal., both requesting frequency 1170 kc, with 5 KW, DA, unlimited time.

1230 kc

Designated the application of **New England Broadcasting Co.**, B1-P-4196), for a new station at Worcester, Mass., requesting frequency 1230 kc, 250 watts power, unlimited time, for consolidated hearing in the same proceeding with applications for Woonsocket, Conn., Norwich and Waterbury, Conn., to be heard February 25 - March 1.

Designated for hearing in a consolidated proceeding the application of **Richard T. Sampson** (B5-P-4442), for a new station at Oceanside, Cal., to operate on 1230 kc, 100 watts power, unlimited time, with application of John Gordon Studebaker, et al, d/b as **Studebaker Broadcasting Co.** (B5-P-3910), for a new station at San Diego, to operate on 1230 kc, with 250 watts, unlimited time.

1320 kc

Designated for hearing in a consolidated proceeding the application of **Harold Thomas (WATR)**, (B1-P-3950), to change studio location of WATR from Waterbury, Conn., to Springfield, Mass., and increase power from 1 to 5 KW, install a new transmitter and DA, on its present frequency of 1320 kc, with application of **WMAS Inc.** (WMAS), Springfield, Mass. (B1-P-4313), to change frequency from 1450 to 1320 kc, increase power from 250 watts to 5 KW, install a new transmitter and a directional antenna, and change transmitter location at Springfield.

1340 kc

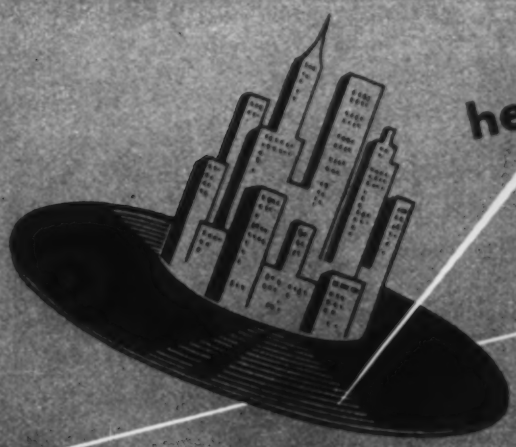
Designated for hearing the application of **The Ashland Broadcasting Co.** (WCMI), (B2-P-4422), for construction permit to install a synchronous amplifier at Huntington, W. Va., operating on the frequency 1340 kc, with 250 watts power, unlimited time, synchronized with station WCMI, Ashland, Ky.

Designated for hearing in a consolidated proceeding application of **West Tex Broadcasting Co.** (B3-P-4437), San Angelo, Texas, with application of **Abilene Broadcasting Co.** (B3-P-4438), Abilene, Texas, both requesting new stations to operate on 1340 kc, with

(*Continued on page 38*)

MOON RADAR ECHO will be featured this month with transcription and lectures at Hayden Planetarium, New York. Transcription, made by Mutual, is presented to Gordon Watwater, planetarium director (c), by Tom Slater, MBS special events department (l), and Ernest W. Franck, research director of Audio Devices Inc., maker of the Audiodisc on which the echo was transcribed.

here's a quick "Q" on how to needle sales in the New York Market



USE Robert Q Lewis

sensational young disc-jockey
with a unique sales-pulling personality

Monday thru Saturday 5 to 6 pm
Monday thru Friday 9 to 10 pm

AVAILABLE ON A PARTICIPATION BASIS

50,000 WATTS
AMERICA'S NUMBER ONE MARKET

AFFILIATED WITH FREQUENCY MODULATION STATION WHNF.
METRO-GOLDWYN-MAYER PICTURES AND LOEWS THEATRES

WHN

DIAL 1050

This basically new idea in fm

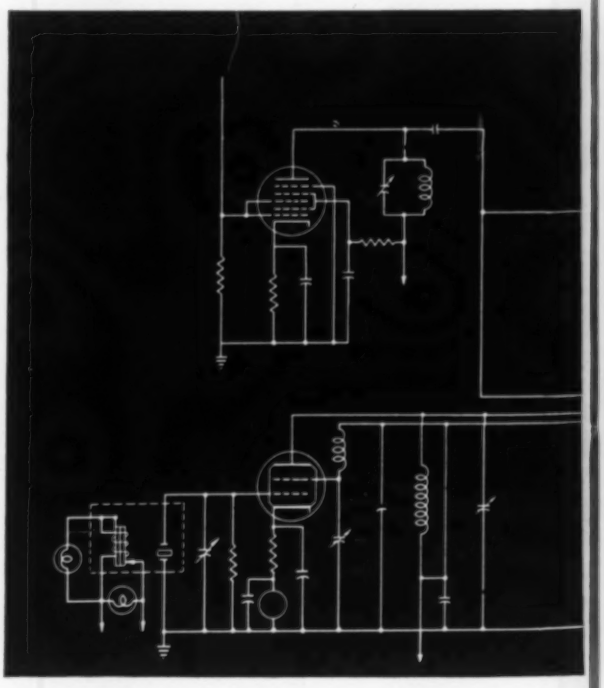
You gain four important advantages in FM broadcasting with this basically new idea in FM control circuits created by Westinghouse:

1. Operation hits a new high in reliability.
2. Frequency is held without using critically-tuned elements or moving parts.
3. Nowhere does frequency stability depend upon a tuned circuit.
4. Adjustments and arrangement of components are simple.

There are still more benefits in the new Westinghouse FM transmitters. Frequency control and FM master oscillator units are built on two standard relay rack chassis. Plug-in connectors at rear of chassis make change-overs fast and easy, cut outage time, sharply. Of course, it's grounded-grid in the power amplifier.

These improved FM transmitter designs are products of two important factors: first, a plan to include features which FM stations and licensed applicants in 56 cities told us they wanted in a comprehensive Westinghouse FM survey; second, broadened Westinghouse experience in wartime radar and actual working experience in operating five FM stations... a background unmatched by any other transmitter manufacturer.

Your nearest Westinghouse office can show you today why you should look at Westinghouse before you buy. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-08156



Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

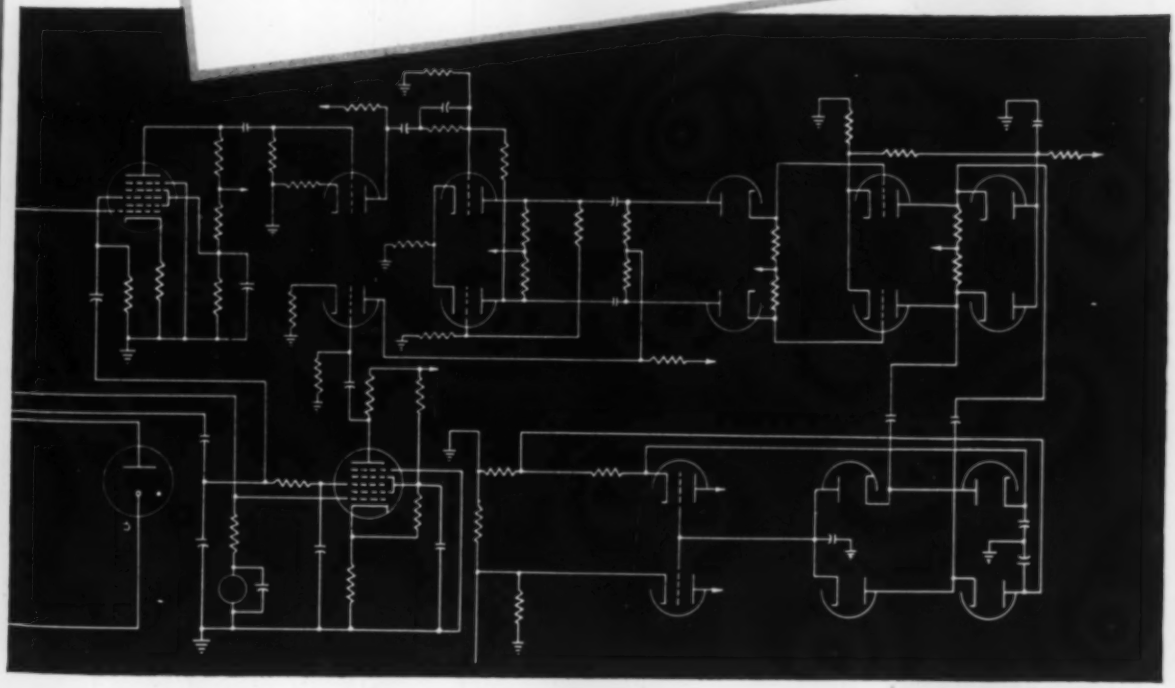
Electronics at Work

m control circuits gives you 4 major benefits

What this new idea does

The reference frequency is developed in a temperature-controlled crystal oscillator. The second harmonic of the crystal is applied to two fixed, phase-shift circuits to get two voltages at 90° phase relation. These are mixed with a portion of the FM master oscillator output. Thus, if the center frequency deviates from assigned value, a two-phase difference frequency is developed which is then applied to two pulse-counting circuits to develop frequency-correcting voltage.

Attractive new FM transmitters are completely self-contained. No accessory apparatus is needed. "Building-block" amplifiers permit increasing output.



We're Crowing Happily

about the Construction Permit, now granted, that will soon shower down

5000 WATTS

SATURATING 9 BIG COMMUNITIES in a 15 MILE RADIUS!

—and scores of others well beyond!

Washington has flashed the green light . . . and sooner than you'd believe possible we'll be pouring advertiser's stories—yours, we hope—in intensified volume into this compact, densely-populated, RICH region . . . the kind of an area that time-buyers build reputations on and sales-managers dream about!

•

5000 WATTS SOON . . . BUT —

our present rates are still in effect. Consult your SR&D now for Rhode Island's best buy!

In Rhode Island

WFCI

The "AMERICAN" Voice in Southern New England

•

STUDIOS & OFFICES

PROVIDENCE, *The Biltmore* **PAWTUCKET**, *450 Main St.*

Wallace A. Walker, *Gen. Mgr.*

Representatives: THE KATZ AGENCY

Hearings

(*Continued from page 34*)

250 watts power, unlimited time.

1360 kc

Designated for hearing in a consolidated proceeding the applications of **Luck-McDonald Co.** (B3-P-4413) and **Fort Worth Broadcasting Co.** (B3-P-4439), both requesting a new station at Fort Worth, Texas, to operate on 1360 kc, 1 KW power, unlimited time, directional antenna.

1420, 1430 and 1440 kc

Designated for hearing the application of **North Jersey Radio Inc.** (B1-P-4306), for a new station at Newark, N. J., to operate on the frequency 1430 kc, 5 KW, directional antenna at night, unlimited time.

Designated for hearing in a consolidated proceeding the application of **The Capital Broadcasting Co.** (B1-P-4318), for a new station at Annapolis, Md., to operate on 1430 kc, with 100 watts night, 250 watts-LS, unlimited time, with application of **The Chesapeake Radio Corp.** (B1-P-4139), for a new station at Annapolis to operate on 1440 kc, 250 watts, daytime only, and the application of **Baltimore Broadcasting Corp.** (WCBM), Baltimore, Md. (B1-P-3969), for a construction permit to change frequency from 1400 to 1420 kc, increase power from 250 watts to 5 KW, and install a new transmitter and directional antenna.

1450 kc

Designated for hearing in a consolidated proceeding the application of **Thomas G. Harris, individually and as Trustee for Coleman Gay, et al,** (B3-P-4355), Austin, Texas, with application of **Charles W. Balthrope,** (B3-P-4375), San Antonio, both requesting new stations to operate on 1450 kc, 250 watts, unlimited time, in Austin and San Antonio, respectively.

Designated for hearing in a consolidated proceeding the application of **Meridian Broadcasting Co.,** Meridian, Miss. (B3-P-4174), with application of **Duke H. Thornton** (B3-P-4449), Philadelphia, Miss., both applicants requesting frequency 1450 kc, 250 watts, unlimited time.

1490 kc

Designated for hearing in a consolidated proceeding with application of WDNC, to be heard in a consolidated proceeding on March 8-16 in Washington, D. C., involving applications of Rebel Broadcasting Co., et al, the application of **Public Information Corp.** (B-3-P-4431), for a new station at Durham, N. C., to operate on 1490 kc, with 250 watts power, unlimited time, contingent upon the grant of WDNC's application to change frequency from 1490 to 620 kc.

Designated for hearing in a consolidated proceeding the application of **John W. Davis** (B5-P-4299), for a new station at Portland, Ore., with application of **John H. Fitzgibbon, Roy Jarman and Temple V. Ehmsen** (B5-P-4432), for a new station at Oregon City, Ore., both applicants requesting frequency 1490 kc, 250 watts power, unlimited time.

Designated for hearing in a consolidated proceeding the application of **Andalusia Broadcasting Co.** (B3-P-4445), for a new station at Andalusia, Ala., with application of **Troy Broadcasting Corp.** (B3-P-4446), for a new station at Troy, Ala., both requesting use of frequency 1490 kc, with 250 watts power, unlimited time.

Designated for hearing the application of **Collinson-Wingate Broadcasting Co.** (B4-P-4440), for a new station at Topeka, Kans., to operate on 1490 kc, 250 watts, unlimited time, in a consolidated proceeding with applications of Wichita Broadcasting Co., Inc., et al, requesting the frequency 1490 kc, to be heard in Wichita on March 11-19.

1520 kc

Designated for hearing the application of **Radio Air Ways Inc.** (B5-P-3771), for a new station at Eugene, Oregon, to operate on 1520 kc, with 1 kw power, unlimited time.

1540 kc

Designated for hearing in a consolidated proceeding the application of **Henry F. Fett** (B2-P-4441), with application of **Suburban Broadcast** (B2-P-4232), both applicants for a new station in Dearborn, Mich., to operate on frequency 1540 kc, 1 kw, daytime only.

1560 kc

Designated for hearing the application of **New Laurel Radio Station Inc.** (WAML), Laurel, Miss. (B3-P-4639), for a construction permit to change frequency from 1340 to 1560 kc, increase power from 250 watts to 1 kw, install a new transmitter and a new antenna and ground system, and change transmitter location at Laurel.

1550 kc

Designated in a consolidated proceeding the applications of Radio Station WSOC Inc. (WSOC), Charlotte, N. C. (B3-P-3818), to change from 1240 to 1550 kc, increase power from 250 watts to 50 kw and employ a directional antenna at night; Radio Springfield Inc., Springfield, Ill. (B4-P-3822), for a new station to operate on 1550 kc, 1 kw, DA, unlimited time; Atlanta Radio Enterprises Inc., Atlanta, Ga. (B3-P-4257), for new station 1550 kc, 10 kw, unlimited time, DA night; Hampden-Hampshire Corp. (WHYN), Holyoke, Mass. (B1-P-4347), CP to change from 1400 to 1550 kc, increase from 250 watts to 10 kw, unlimited time; WCBS, Decatur, Ill. (B4-P-4349), for new station 1550 kc, 250 watts unlimited time.

Other Cases

Other cases designated for hearing include:

1470 kc

KRIC Inc., Beaumont, Texas—(B3-P-4410) for a construction permit to change frequency from 1450 to 1470 kc, increase power from 250 watts to 5 kw, designated for consolidated hearing with four other Texas applications, and the Commission ordered the application of KRIC designated in a consolidated proceeding with applications of San Jacinto Broadcasting Co., Houston, KRBC Abilene, Agr. and Mechanical College of Texas, College Station, Texas, and KPLC Lake Charles, La., and further ordered that the Bills of Particulars issued in connection with these applications be enlarged to include the KRIC application.

1130 kc

WNEW New York City—Designated applications of WNEW for renewal of license (B1-R-1049) and for construction permit (B1-P-4309) to increase power from 10 to 50 kw on frequency 1130 kc, for hearing in a consolidated proceeding with the application of Missionary Society of St. Paul the Apostle for a construction permit for a new station to operate on 1130 kc, 10 kw.

Missionary Society of St. Paul The Apostle, New York City—Designated application (B1-P-4234) for a new station, for hearing in a consolidated proceeding with the applications of WNEW listed above.

1450 kc

Old Colony Broadcasting Co. Inc., Brockton, Mass.—Granted petition to have its application (B1-P-4411) for a new station, designated for consolidated hearing with other applications in the Boston area, and ordered the application of Old Colony Broadcasting Company requesting the frequency 1450 kc, 250 watts power, unlimited time, designated for hearing in a consolidated proceeding with applications of Bay State Beacon Inc., Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Cur-Nan Company, Plymouth County Broadcasting Corp., all at Brockton, and The Templetone Radio Mfg. Corp., Boston.

1340 kc

Gulf Broadcasting Co. Inc., Mobile, Ala.; Gillette & Jesse Gilbert Burton Jr., a partnership known as Burton Broadcasting Co., Mobile—Adopted orders designating these two applications for hearing in a consolidated proceeding. Both applicants request frequency 1340 kc, 250 watts, unlimited time (B3-P-3728; and B3-P-4233).

(*Continued on page 42*)

Breezy and Brief

NO LONG-WINDED commercials for the G. M. McKelvey Co., Youngstown, O. store. McKelvey Co. limits its commercials to a maximum 20 seconds—often less—on *The Youngstown Hour* on WKBN. The half-hour program opens with "The G. M. McKelvey Co. presents *The Youngstown Hour*." Only addition in the closing is the identification, "Youngstown's largest store." Program is on each Tuesday, 9:30 p.m., featuring Youngstown Symphony Orchestra.

That's Kansas City!

—Home of America's premier epicurean treat—the "Kansas City Steak."

—World's largest market for stocker and feeder cattle.

—Processor of 1½ billion pounds of meat in 1945.

—Pouring out $450,000,000.00 on livestock purchases and packing plant pay rolls, annually.

Radio-Responsive TO WDAF

Kansas City's Prestige Station

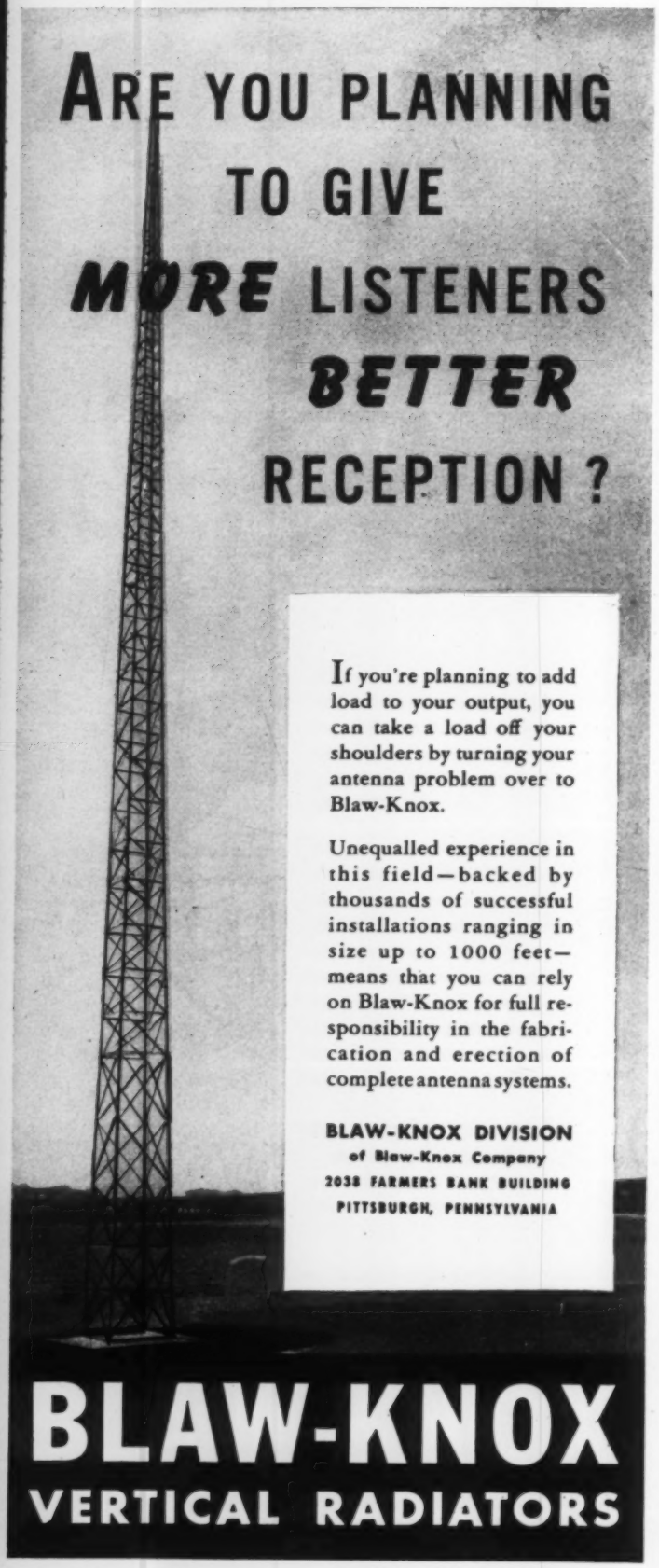
610 Kilocycles
BASIC NBC

More than 5 million persons live within WDAF's half-milivolt area — and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY


ARE YOU PLANNING
TO GIVE
MORE LISTENERS
BETTER
RECEPTION ?
If you're planning to add load to your output, you can take a load off your shoulders by turning your antenna problem over to Blaw-Knox.
Unequalled experience in this field—backed by thousands of successful installations ranging in size up to 1000 feet—means that you can rely on Blaw-Knox for full responsibility in the fabrication and erection of complete antenna systems.
BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH, PENNSYLVANIA
BLAW-KNOX
VERTICAL RADIATORS

DEPARTMENT STORE SALES JUMP

Intensive Radio Use Helps O'Neill's In Akron; All Trade Segments Covered

By FRANK E. SHAFFER

"O'NEILL'S, Akron's Greatest Store!"

Carrying this message to the public over three 5,000 watt stations in Akron, Ohio, more than 16 hours each week, the M. O'Neill Company places among the top five department store radio advertisers in the nation.

WAKR (ABC), WHKK (MBS), and WADC (CBS) broadcast O'Neill's message from breakfast time until midnight. The shows on WAKR alone completely cover every segment of O'Neill's customers.

When WAKR went on the air, Ken Keegan, the station's commercial manager, and Jerry Hornbine, O'Neill's advertising manager, began developing a series of programs that today occupy seven and one - quarter hours weekly on WAKR, five on WHKK, whose studios are in the store, and four and a quarter on WADC.

Outstanding Success

The success of O'Neill's radio advertising has been outstanding. Luxury merchandise resting on the shelves for 10 months has been moved out in one day. Last minute shipments for Christmas, arriving too late for newspaper advertising, have been moved rapidly after a few announcements on one of the store's programs. Juvenile listeners to the *Funny Money Man* appear at the store demanding merchandise by its trade name.

When O'Neill's first began its extensive campaign, merchandise offered on the air was not generally on display. Buyers had to ask the clerks for specific items. And they did.

The Jessop Advertising Agency in Akron has handled O'Neill's account on WAKR and WHKK for more than a year, with Mrs. Harry Coleman as account executive. WADC shows are placed direct by Miss Marguerite Chapman, O'Neill's radio director. Miss Chapman is star of the *Tay Tallet* show.

Two new programs are being developed. One is a *Treasure Hunt* show being produced in the store's second floor auditorium on Monday afternoons for which air time has not yet been cleared. The first session drew an audience of 800 women to hunt for generous prizes in merchandise. The other is a half-hour teen-agers show tentatively scheduled for Saturday afternoons.

Departments at O'Neill's are rotated in periods of two or three months on general audience shows. *Funny Money Man* and *Request Review* are slanted toward grade and high school audiences. *Tay Tallet* and the noon news on WHKK feature the store's shopping service. *Boston Blackie* and *The World and America* are utilized as public service programs.

Request Review, featuring 30 minutes of songs and comedy by Allan Freed has reached a mail count of 500 daily from a low of 50. The bobby sox crowd swamps the station in person with requests for autographs.

Almost as spectacular is response to the *Funny Money Man*. Coleman Scott has 3,500 members in the club and plays to a packed studio each night. The kids read the jokes he distributes and loudly chorus the slogan "Akron's Greatest Store" after each of Scott's commercials. Scott is assisted by Leslie Fitzgerald.

O'Neill's has 1,000 teen-age girls on its mailing list in connection with the store's role as official *Calling All Girls* headquarters. The store ties in its advertising with merchandise offered in *Seventeen*, *Junior Bazaar* and *Calling All Girls* magazines.

O'Neill's radio schedule includes the following programs: News Mon.-Sat. and *World and America* on WHKK; Martin Agronsky, news commentator, Mon.-Sat.; *Club News*, *Funny Money Man*, and *Request Review*, Mon.-Fri.; *Calling All Girls*, Sat., and *Boston Blackie*, on WAKR; Sun. *Wild Oscar*, News, *Tay Tallet*, *GI Mail Bag*, *Sports Review* on WADC.

With new stores under construction, O'Neill may soon expand its radio budget and become not just "Akron's Greatest Store," but the nation's greatest department store radio advertiser.

U. S. Bond Selling Drive To Be Mapped at Meeting

TOP FIGURES in the agency and broadcasting fields will be called to Washington in March by the Treasury's War Finance Division to lay plans for the permanent Government bond selling campaign following conclusion of the War Bond series in December. Radio vice presidents of 15 leading agencies will attend, along with representatives from networks, stations and the NAB. They will devise radio promotion projects.

Advertising Council will have a continuing Treasury allocation on its Government priority schedule every week, effective April 1, according to Lt. David Levy, radio director of the division. War Finance Division will close its New York office in March.

Lt. Levy plans to return in late March or early April to private life and will assume an executive post in the radio department of Young & Rubicam, New York.

CBFX Montreal, CBC shortwave transmitter beamed to western Canada, has changed frequency from 9630 kc to 9610 kc with 7,500 w.

GARRY J. CARTER & ASSOCIATES

MEET "The Gang"

Presents

RADIO'S NEWEST HALF-HOUR TRANSCRIBED VARIETY SHOW

THE HAPPY GANG

Here is a half-hour transcribed show that's responsible for the biggest laff-fest in radio history... the show that holds the four topmost honors over the Canadian air-waves.

- largest radio audience
- top daytime program
- top sponsor identification (Elliott Haynes, the Canadian Hooper)
- Beaver Award (Radio's Oscar) (for Distinguished Service in the field of Programs)

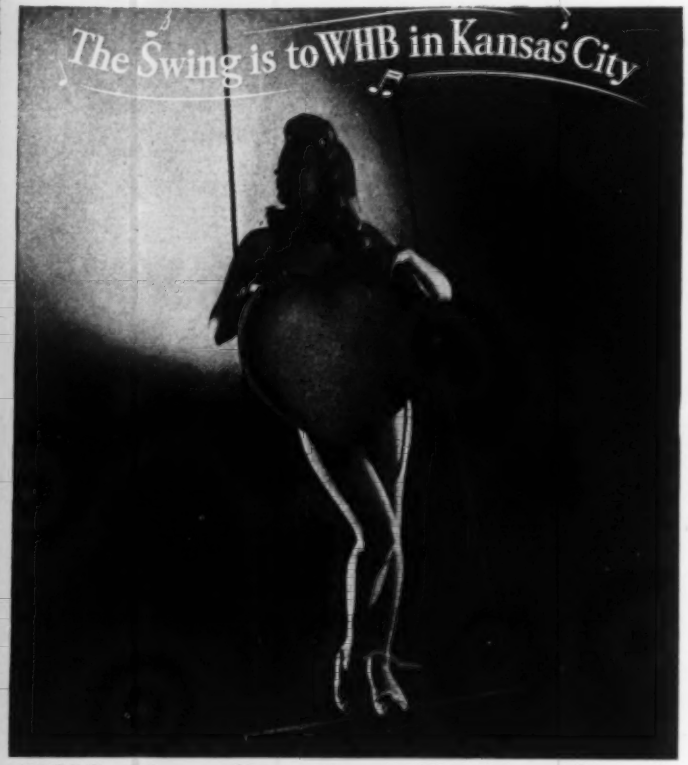
26 HALF-HOUR TRANSCRIBED MUSICAL VARIETY PROGRAMS NOW AVAILABLE FOR SPONSORSHIP IN THE U. S.

If the success of the Colgate-Palmolive-Peet Co., currently sponsoring the HAPPY GANG coast-to-coast in Canada, means anything, this show should be a "natural" for wide-awake, radio-wise buyers. Seldom has a show attracted such a faithful mass listening audience... faithful to a program... faithful to a sponsor. The HAPPY GANG is a proven hit... ten years of network successful selling and entertaining.

For exclusive rights in your locality, order your audition samples NOW. All offers subject to prior sale.

NEW YORK OFFICES WITH
CHARLES MICHELSON, INC.

PHONE - WIRE OR WRITE GARRY J. CARTER & ASSOCIATES
67 W. 44TH STREET, N.Y. 18. MURRAY HILL 2-3376



Will You Be Our Valentine?

Here it is, February!... time to bake a cherry pie, split a rail, recite the Gettysburg address, and send our true love violets with a valentine.

The violet crop may be a little short in these parts, this year—but at WHB we've a sweet little package of new radio shows to present advertisers who come a-wooing in the Kansas City market! Beginning in March, Fulton Lewis, Jr., is available for sponsorship on WHB. For a beer advertiser, we have a delectable quarter-hour strip, Mondays through Fridays at 6:15 p.m.—with an orchestra of strings to play the real "beer drinking" music, and an outstanding soloist. This spring and summer, we can offer some other desirable early-evening program time, too... with "packaged" shows to fit the time of day and win a whopper Hooper! And, of course, we is available with availabilities for minutes and chain breaks—live or E. T., day or night. Write, wire or 'phone, and let us *show* you!

WHB KANSAS CITY This is Mutual 1000 WATTS-710 KC.

For WHB Availabilities, 'phone DON DAVIS at any ADAM YOUNG office:

New York City, 18	11 West 42nd St.	LOngacre 3-1926
Chicago, 2	55 East Washington St.	ANDover 3448
San Francisco, 4	627 Mills Building	SUtter 1393
Los Angeles, 13	448 South Hill St.	Michigan 0921
Kansas City, 6	Scarritt Building	HArrison 1161

KEY STATION for the KANSAS STATE NETWORK

KANSAS CITY HOOPER INDEX NOVEMBER '45	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A.M. MON. THRU FRI. 8 A.M.—12 Noon	27.2	21.7	18.6	12.3	15.7	3.4
WEEKDAYS P.M. MON. THRU FRI. 12 Noon—6 P.M.	28.2	22.6	26.7	15.9	8.8	2.4
SUNDAY AFTERNOON 12 Noon—6 P.M.	10.7	37.0	27.0	14.5	9.0	3.8
SATURDAY DAYTIME 8 A.M.—6 P.M.	31.8	28.8	26.7	12.6	2.1	0.0

INDEPENDENCE TALENT ABUNDANT

Would Use It 'Extensively' Says Applicant For Station in President's Home Town

PRESIDENT TRUMAN may soon be able to broadcast from a radio station in his home town of Independence, Mo., if an application for a standard facility filed last week with the FCC is granted. The applicant, General Broadcasting Co., in requesting the use of 1490 kc, 250 w, unlimited, proposes extensive use of "local talent that is available in great variety for entertainment."

Principals of the applicant company are W. L. Gillmor, owner of the Independence Chevrolet agency; W. C. Turner, assistant chief of police; and F. E. Northcutt, employe of the North American Aviation Co., North Kansas City. All are local residents. Mr. Northcutt's father-in-law is understood to be well acquainted with the President.

Approval of the grant would give Independence its only station. Some years ago, the Church of the Latter Day Saints, which has its national headquarters in the city, operated a station (KFIX) which was taken over in 1927 by the Midland Broadcasting Co. and changed to KMBC. Independence (estimated population 20,000) is nine miles from Kansas City.

Request for 1490 kc was made possible by the recent grant of a 50 kw station to WCMO Kansas City on 810 kc and the vacating of the 1480 kc (regional) frequency [BROADCASTING, Jan. 21]. The application was filed by Walter H. Maloney, Washington radio counsel. Commercial Radio Equipment Co., Kansas City and Washington, is retained as engineering counsel.

Hearings

(*Continued from page 38*)

1400 kc

Narragansett Broadcasting Co., Fall River, Mass.—Granted petition to have its application (B1-P-4409), designated for hearing in a consolidated proceeding with applications of Bay State Broadcasting Co., Southeastern Mass. Broadcasting Corp., New Bedford, Mass., all applicants requesting the frequency 1400 kc, 250 watts, and further ordered that the Bills of Particulars issued in connection with these applications be enlarged to include the application of Narragansett Broadcasting Co.

1490 kc

Citrus Belt Broadcasters Inc., Winter Haven, Fla.; Winter Haven Broadcasting Co., Winter Haven, Fla.—Adopted an order designating these two applications for hearing in a consolidated proceeding. Both applicants request the frequency 1490 kc with 250 watts power, unlimited time (B3-P-4331; and B3-P-4332).

820 kc

WHAT Philadelphna, Pa.—Granted petition of WHAT to consolidate for hearing its application to change operation from 1340 kc 100 watts, share time WTEL, to 820 kc, 1kw, daytime, with applications of Camden Broadcasting Co., Camden, N. J.; Chambersburg Broadcasting Co., Chambersburg, Pa., and Crescent Broadcast Corp., Philadelphia, and ordered these applications designated for hearing in a consolidated proceeding, and the bills of particulars issued be amended to include WHAT.

1230 kc

Medford Printing Co., Medford, Ore.; S. W. McCready, Medford—Ordered that applications of Medford Printing Co. (B5-P-4188) and S. W. McCready requesting a new station to operate on 1230 kc, 250 watts, unlimited time, be designated for hearing in a consolidated proceeding.

1220 kc

WADC Village of Tallmadge, Ohio—Adopted order designating for hearing application for construction permit to change frequency from 1350 kc to 1220 kc and increase power from 5 kw to 50 kw, to be heard in consolidated proceeding with application of The WGAR Broadcasting Co. for construction permit to increase power of Station WGAR from 5 kw to 50 kw on frequency 1220 kc. (B2-P-4243) (Action taken 2-1-46).

1450 kc

WKEU Griffin, Ga.—Designated for hearing application for amendment to construction permit, license to cover construction permit (B3-L-1827) authority to determine operating power by direct measurement (B3-Z-1625), and application for renewal of license (B3-R-819).

FCC APPROVES KHQ SALE TO NEWSPAPER

SALE of KHQ Spokane by Louis Wasmer to Spokane Chronicle Co. for $1,295,000 plus net profits from Jan. 1, 1945 to closing date was approved by the FCC last Wednesday. The Commission also approved the sale of Lou Poller's approximately 49% interest in WARM Scranton, Pa. to Martin F. Memolo, already owner of 49%, for $50,000.

The KHQ sale, advertised for 60 days under the FCC's "Avco Plan" inviting competitive bidders, was made in compliance with the Commission's multiple ownership rule. Mr. Wasmer owns KGA Spokane.

Spokane Chronicle Co. is publisher of the *Spokane Chronicle*. The same owners also publish the *Spokesman Review*. The company is headed by W. H. Cowles Jr. The elder Mr. Cowles, a pioneer publisher in the Northwest, died a short time ago. Although three Spokane organizations had opposed the sale on grounds that it would concentrate control over the dissemination of information in Spokane [BROADCASTING, Dec. 3], it is understood these protests were withdrawn. No competing applications to buy the station were filed. KHQ is assigned 590 kc with 5 kw power.

Transfer of WARM followed suggestions made by Lackawanna County Court for settlement of suits and countersuits following disputes among the principal stockholders over financial arrangements. The application was filed Nov. 8, 1945, but was not subject to open-bid plan since Mr. Poller has not been active in station management. For Mr. Poller's 49% interest, Mr. Memolo is to pay $50,000 cash now on deposit in escrow, of which $25,000 was taken from funds on hand and the rest obtained through a 5% bank loan payable $2,000 monthly. James Scandale, minority stockholder, retains his interest. WARM operates on 1440 kc with 250 w.

Revercomb Returns

EVERETT E. REVERCOMB, released from the Navy with rank of lieutenant (j. g.), has returned to NAB as auditor after 2½ years with Naval Communications office.

RAYTHEON'S NEW STUDIO CONSOLE

For AM or FM

Easily Controls Two Studios, Announcer's Booth and Fourteen Permanently Wired Remote Lines

COMPLETE high-fidelity speech-input facilities for the modern station; this single compact unit contains all the control, amplifying and monitoring equipment. Any combination of studios, remote lines or turntables may be broadcast and auditioned simultaneously through the two high quality main amplifier channels. On-coming programs may be cued and the volume pre-set while on the air.

Its modern functional beauty in two-tone metallic tan will blend with other equipment and yet add a definite air of quality and distinction to your studio. Sloping front panel combines maximum visibility of controls with ease of operation. Sloping top panel gives operator an unobstructed view into the studio.

Engineered for dependability and built of finest quality components throughout. Telephone-type lever action, 3 position key switches assure trouble-free operation and *eliminate nineteen controls*. This simplified switching reduces operational errors. All controls are standard, simple and positive—easy to operate.

Inquire! The low price of this Raytheon Console will amaze you. The first orders are now being delivered. Write to:

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 N. Clark Street, Chicago 26, Illinois

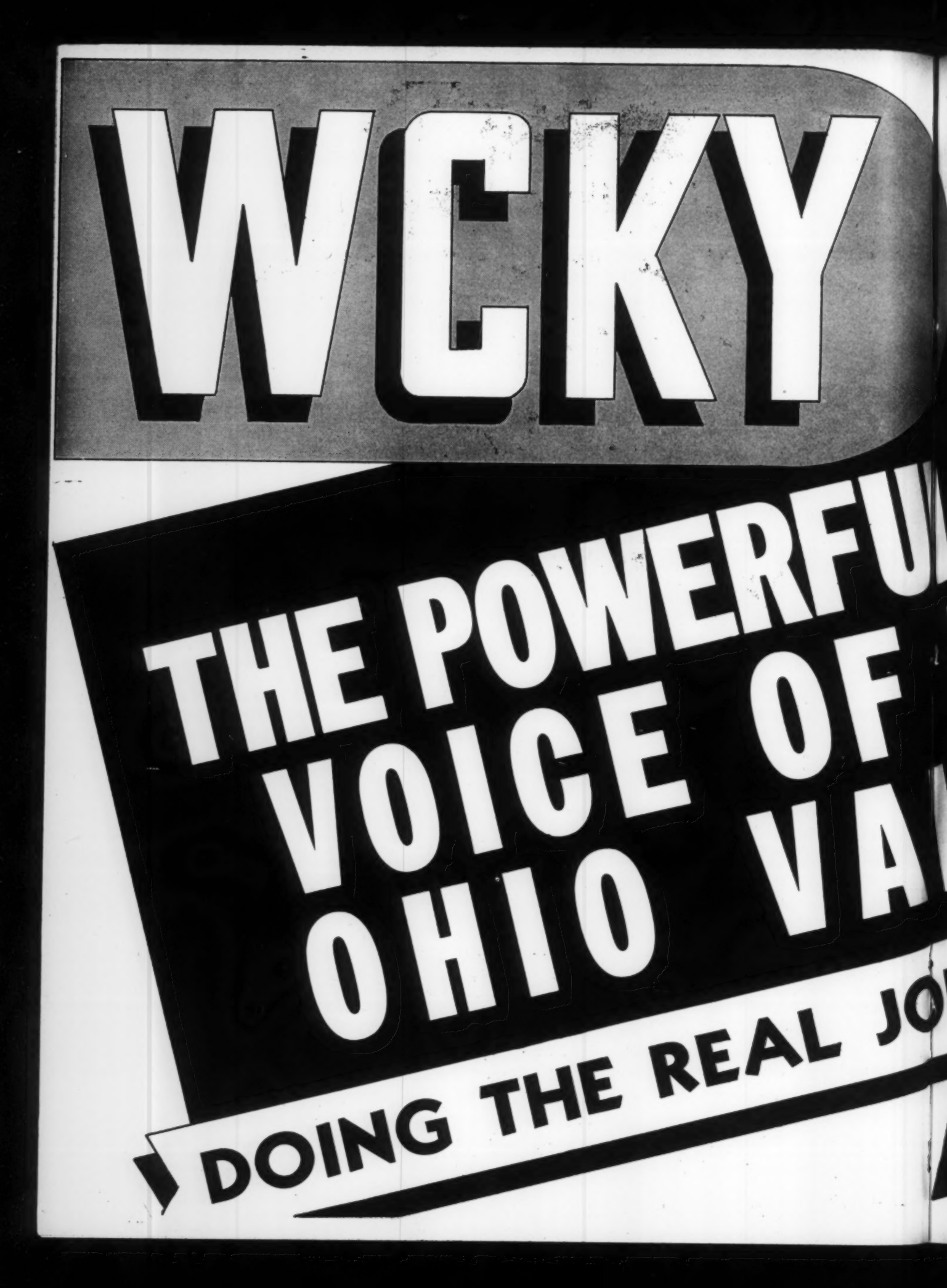
Devoted to Research and Manufacture for the Broadcasting Industry

***Compare* THESE OUTSTANDING FEATURES WITH ANY OTHER CONSOLE**

1. **Seven** built-in pre-amplifiers—*more than any other console*—making possible 5 microphones and 2 turntables, or 7 microphones, on the air simultaneously.
2. **Nine** mixer positions—*more than any other console*—leading to 5 microphones, two turntables, one remote line and one network line.
3. **Fourteen** remote lines—*more than any other console*—may be wired in permanently.
4. **Telephone-Type** lever-action key switches used throughout—most dependable, trouble-free switches available. No push buttons.
5. **Frequency Response** 2 DB from 30 to 15,000 cycles. Ideal speech input system for either AM or FM.
6. **Distortion** less than 1%, from 50 to 10,000 cycles.
7. **Noise Level** minus 65 DB's or better. Airplane-type four-way rubber shock mounting eliminates outside noise and operational "clicks."
8. **All FCC Requirements** for FM transmission are met.
9. **Dual Power Supply** provides standby circuit instantly available for emergency use.
10. **Power Supply** designed for mounting on desk, wall or relay rack.
11. **Instant Access** to all wiring and components. Top hinged panel opens at a touch. Entire cabinet tilts back on sturdy full-length rear hinge.

RAYTHEON

Excellence in Electronics


WCKY
THE POWERFU
VOICE OF
OHIO VA
DOING THE REAL JO

L 50,000-WATT
THE GREAT
ALLEY
OB
FOR THE ADVERTISER
L. B. Wilson
CINCINNATI

Editorial

The *Esquire* Tip

RADIO HAS more than cursory interest in the Supreme Court opinion last week holding that the Postmaster General can't act as a censor in determining whether publications should be accorded second class mailing privileges. It constitutes another clear cut expression from the highest tribunal that the freedom of expression guaranteed in the First Amendment cannot be tampered with.

Radio has been fighting the battle of freedom since the day the Radio Act of 1927 became effective. The licensing authority was handed the yardstick "public interest, convenience and necessity"—a denominator less explicit than that which Postmaster General Walker sought to invoke against *Esquire* to bar it from use of second class mails.

Under the "public interest" clause, the FCC today is holding in abeyance regular renewals of the licenses of some 300 stations. It is studying program content and program balance as between commercial and sustaining. If the Postmaster General had been upheld in the *Esquire* case, the hand of the FCC would have been strengthened.

Whether it's *Esquire's* undraped ladies or radio's soap operas, it now is abundantly clear that the nation's court of last resort wants Government to keep its dead hand off media of expression. Mr. Justice Douglas, who wrote the unanimous opinion, calls it "a power of censorship * * * abhorrent to our traditions".

We think in view of this harbinger, the FCC would be well advised to forget its unauthorized, if not unconstitutional, program crusade, and relicense forthwith for their regular three-year terms, those stations now under the stigma of "temporary" license-holders because of the program inquisition.

Packaged or Rapped

THE SPONSOR, a patient fellow withal, is going to get a jolt when he reads David Glickman's story on page 52 of this issue.

Mr. Glickman notes that on some packaged shows, the advertiser actually is paying special fees that amount to 25% of the package cost. The packager, usually a talent firm, gets his 10% off the top.

This comes about as a result of the growing infiltration of special package producers of network shows. The advertising agency with which the producer does business must make its 15%. The writer or producer usually adds his fee. And the sponsor pays.

The desirability of producing firms is obvious. The more people we have thinking about ideas, the better programming we will get. But when an agency buys a production and piles additional fees on its own rates, the burden on the advertiser seems excessive.

Networks, which have been forced to relinquish too much program control to these allied services, should watch this development carefully—for it can be costly to the medium in the long run.

Durable, But Not 'Goods'

RADIO LISTENING levels are continuing to reach new peaks, according to the surveys. Radio business likewise has increased, though percentage-wise the gain is less than it has been for several years.

These attainments are rather remarkable when one observes the snail's pace with which new receivers are being turned out. Current statistics, gleaned from BROADCASTING'S 1946 *Yearbook* now in production, reveal there are 56,000,000 sets in use, as against the all-time high of about 60,000,000 pre-Pearl Harbor in 1941. But the number of radio-equipped homes has increased in the same span from 30,800,000 to 34,000,000, reflected in a wider distribution of receivers but with fewer sets per radio home.

What would the totals be if normal manufacturing schedules were met? There's a ready market for literally millions of receivers. But production is lagging 75% behind its pre-war goal, according to the Radio Mfrs. Assn. The blame is placed squarely upon OPA, which regards radio as a "durable goods" industry, instead of as a medium of intelligence. Price ceilings have resulted in parts shortages and general slowing down of manufacture.

Of all people, Chester Bowles, OPA administrator, should realize that radio is no durable goods operation; that radio manufacturers are the "circulation departments" of broadcasters, and that bottle-necking of set production is retarding industrial development that will provide employment for many thousands in the new fields of FM and television, as well as AM broadcasting. Mr. Bowles has placed millions in radio business as a former partner in the Benton & Bowles agency. His erstwhile partner, William Benton, assistant secretary of state, certainly has an appreciation of radio's service and impact, because he's grappling with a kindred problem now.

The House Interstate & Foreign Commerce Committee, in its current report to the House recommending enactment of the Lea Bill (HR-5117) to curb the Petrillo excesses against radio, said:

> Broadcasting has become one of the great industries of our time. It is now one of the chief means of communication of our Nation. It is one of the greatest implements for free speech. It promptly carries news to the remotest sections of our country. It is a forum for the discussion of our political, economic, and social problems. It is a source of information, education, entertainment, music, culture, and a vehicle for the messages of all religions, utilized by practically every home in the nation.

Is this, Mr. Bowles, "durable goods"?

SEVENTY-ONE year-old Chairman Clarence F. Lea of the House Interstate & Foreign Commerce Committee, is a kindly, soft-spoken and highly respected member of Congress, not easily aroused. The excesses of James C. Petrillo against radio, however, were more than he could stomach. So he introduced his Bill (HR-5117) to outlaw Petrillo's "extortionate and racketeering" demands. That bill now is pending before the House. It can pass. Have YOU, whose livelihood depends upon radio's freedom and well being, let your Congressional delegation know how YOU feel about it? Certainly radio owes more than lip service to Chairman Lea. He needs YOUR help.

Our Respects To -

DON EDWARD PETTY

ANYTIME the NAB wants some expert negotiating handled—and quickly—it can turn to its new general counsel, Don Petty. That's one art Don knows from start to finish, and then back again if some renegotiating is needed.

For over two years Lt. Comdr. Petty negotiated 40 or 50 war contracts a week on behalf of Uncle Sam's Navy. Some of them ran almost to $100,000,000, and the private industry negotiators were the ablest in the electronics and aeronautic fields.

Radar, rockets, loran, jet—all the gadgets of modern war went through his dickering digits at the Negotiation Branch, Bureau of Aeronautics, where for a time he arranged all electronic contracts. Moreover, the contracts went through in a hurry because there was a war to be won, and even a lawyer can cut corners and use the phone instead of the stenographer when speed is the essence.

Last Navy assignment gave Don an insight into what's to come in the electronics field. He ended his service career by setting up and heading the Negotiation Section of the Office of Research and Invention.

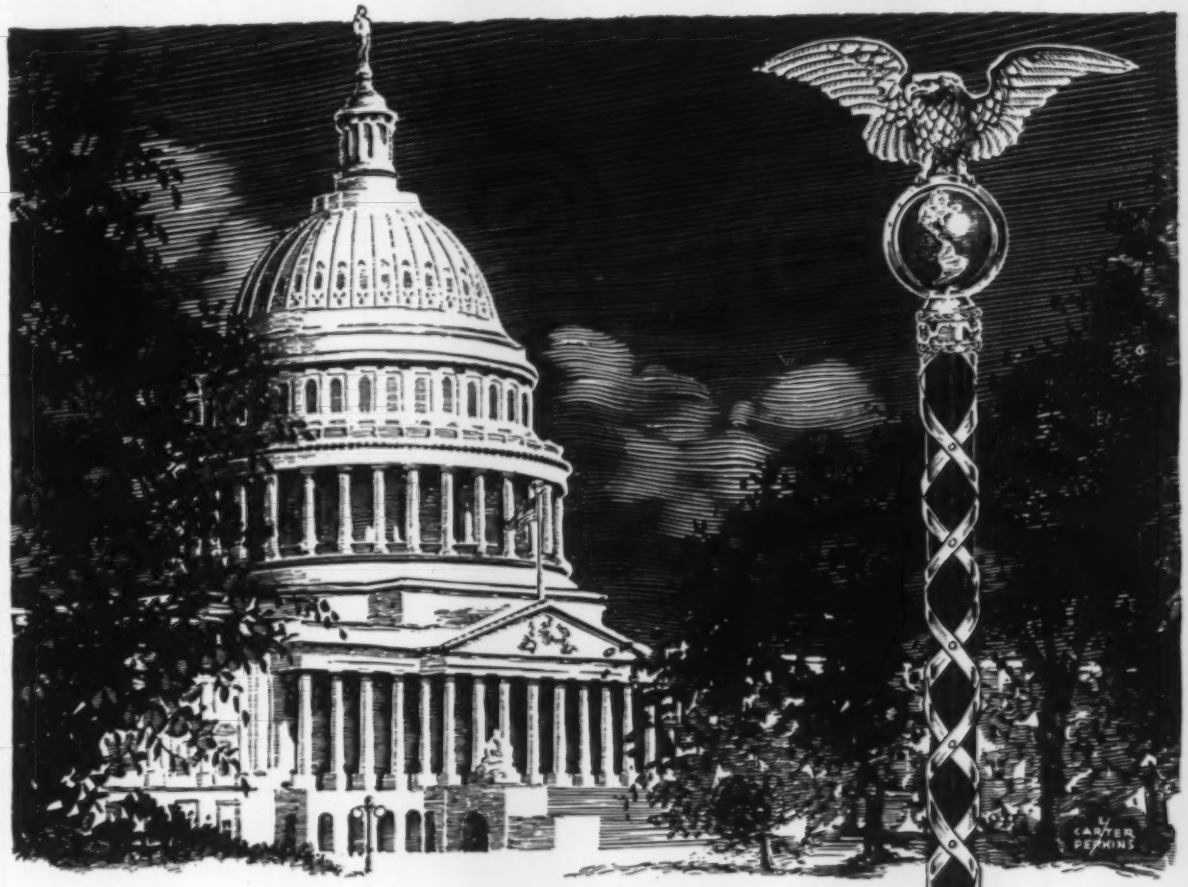
Don Petty is not new to broadcasting, nor is he new to President Justin Miller, whom he now serves as NAB general counsel. He got his broadcast baptism back in the late 20s and early 30s as unofficial radio director of the U. of Southern California. In this job he provided university programs for three Los Angeles area stations—KFI, KHJ and KMPC.

Basicly the programming consisted of organ music and speakers. One of the frequent speakers was Dean Justin Miller of the university's law school, at which Don was a diligent student despite a sheaf of extra-curricular activities. Among these was management of the university's Division of Radio Adult Education, which attained national fame as the first such school whose credits served as teacher's credentials. As another side line he served as president of the university's College of Liberal Arts.

That radio job was a one-man-band sort of thing, with Don serving as program negotiator, arranger, announcer and often enough as chief talent when a speaker failed to show. Weekends were filled with an assistant pastorate at a Methodist church, but by graduation time the legal urge had overcome clerical leanings.

In 1932 he left the university with A. B. and LL.B. His school sweetheart, Iola Harriett Pardee, was graduated in the same class and passed the same bar exam. Shortly after setting up a shingle in Los Angeles, he and Iola were married. Don, then 24, had lived all his

(*Continued on page 48*)



SPEAKING WITH AUTHORITY

● Here's a symbol that many Americans have never seen . . . the Mace of the House of Representatives. Actually it is only a staff mounted with silver globe and eagle, but, standing at the right of the Speaker, it is the symbol of authority and power.

● And speaking of symbols, the letters W-C-B-M have their own impressive meaning. Sponsors of programs on this station have learned—to their profit—that WCBM stands for intensive and economical coverage of the Baltimore market. For you too, WCBM can speak with authority in producing the same results. Why not investigate it?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*

Free & Peters, Inc.
Exclusive National Representatives

GEORGE H. ROEDER, *General Manager*

WINN

LOUISVILLE
Home of the
Kentucky Derby

AMERICAN
WINN
BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

★

HARRY McTIGUE
General Manager

China Is Ripe for U. S. Advertising

So Says Vincent Doo, Now Starting Station In Shanghai

SHANGHAI, which had 42 commercial stations before the war, now has only three—one owned by the government and two privately owned. A fourth station, 50,000 w and patterned after American commercial radio, will be started in the fall by Vincent Vee Sing Doo. Its call letters will be XCBC.

Mr. Doo

He is the twenty-four-year old son of Yueh Sung Doo, administrator of Shanghai and director of the Federal Reserve Bank of China as well as chairman of Board of Directors of the Commercial Banks of China and of 160 other organizations (half of which he owns).

Studying U. S. Radio

Young Doo revealed in an exclusive interview with BROADCASTING that he has been in America for the past year studying U. S. radio programming, engineering and operating, preparatory to organizing a radio station in Shanghai. He has been educated in America, at Tufts College and Harvard.

China is an open market for American advertisers, Mr. Doo asserted. American advertisers could rebroadcast (by transcription) their American shows on XCBC. Daytime serials as well as comedy shows would lend themselves for rebroadcast very easily, according to Mr. Doo. He expects 75% of the station's revenue to come from American advertisers. "This," Mr. Doo asserted, "will be the first great attempt on a large scale to hit the potential purchasers of products in China."

Mr. Doo plans to have a representative in New York City so that he can maintain a link with American advertisers, engineers and programming.

He stated that Shanghai, China's third largest city with a population of seven million people, has about a half million radio sets. Number of set owners, Mr. Doo thinks, will be increased, as Westinghouse has licensed China's National Resource Commission to produce and sell sets to the Chinese.

Time on XCBC will be equally divided between commercial and educational programs or sustaining shows. Station will be on the air for 16 hours a day—eight hours in English language broadcasts and eight in Chinese. Mr. Doo explained that one-fifth of the Shanghai population speaks English. The average man on the street, he said, speaks "Pigeon English" and thus will understand the English broadcasts.

"In fact," Mr. Doo stated, "we will have more of an audience with English programs than with Chinese because both the English speaking population and Chinese understand them, whereas an all-Chinese program would be understood only by the Chinese."

On Jan. 29 he signed a contract with Westinghouse Electric Co. for a 50,000 w transmitter which the company will construct, together with studios in Shanghai.

Approximate cost of the technical equipment will be about $200,000, according to Mr. Doo. Westinghouse, he said, has assured him that the equipment will be delivered in China in about eight or nine months. Mr. Doo plans to return to China in the middle of February. He expects to engage three Americans to help him set up the station—a program manager, a commercial manager and a chief engineer.

Mr. Doo has been touring and inspecting programming departments of both ABC and NBC. Before his return to China he hopes to make arrangements for program exchanges with United States networks, similar to those of the BBC.

Plans are being made for the eventual development of a network to be called China Broadcasting Co., with stations in all major cities of China, Mr. Doo said.

Respects

(*Continued from page 46*)

life in Los Angeles.

Two years later Don became associated with the well-known Coast law firm of Scarborough & Bowen, continuing his own law practice. Mr. Bowen died in 1938 and the firm of Scarborough & Petty was formed, in which Don is still a partner.

Southern California listeners often heard Lawyer Petty on the air. As president of the Los Angeles Junior Chamber of Commerce, and a member of the board of the senior chamber, he was a frequent speaker on Coast stations and at public events.

Don's contacts with President Miller were infrequent after leaving law school. If you ask him how his former dean happened to select him for the NAB post he'll frankly concede that he doesn't know, and can point only to the fact that Judge Miller called him one day late last autumn to have lunch—and here he is.

The Pettys have two children—Don Jr., 9 and Stephen, 6. Don Sr. likes sports, including golf, tennis and riding, but can't find much time to indulge in them. He is a member of Sigma Alpha Epsilon, and Delta Phi Epsilon, and a former member of the Los Angeles Athletic Club.

Canadian Shows Lead

CANADIAN PROGRAMS continue to lead in daytime program popularity according to January daytime national ratings issued Feb. 2 by Elliott-Haynes Ltd., Toronto. Two Canadian programs tied for first place, *Soldier's Wife* and *The Happy Gang*, both with a rating of 17.5, and *The Happy Gang* with sets in use rating of 28.9. In second place was *Big Sister* (American origination) with program rating of 16.6, followed by *Claire Wallace* 14.7, *Ma Perkins* (American origination) 12.5, and *Lucy Linton* 12.1. Leading French language daytime programs were *Quelles Nouvelles* with program rating of 27.2 and sets in use rating of 43.6, followed by *Jeunesse Doree* 26.0.

MAJ. EDGAR TIDWELL, formerly officer in charge of AFRS Jungle Network, New Guinea, and now chief of AFRS broadcast service section, Los Angeles, currently is conferring with Office of Surgeon General, Washington, D. C., on radio equipment and programs for the Bedside Network hospitals.

FOOD STAFF of WLS Chicago entertained Alice Rick, Rockwood & Co. home economics director, on her tour of midwest stations, holding luncheon in her honor. Among luncheoners (seated, l to r): Mary Watkins Lewis, merchandising director WLS Feature Foods division; Miss Rick; Helen Joyce, co-conductor of Feature Foods program. Standing, William McMahon, of sponsor's Chicago sales office; Walter Rau, midwest district sales supervisor.

Flash, Hold, Kill

MOST WASHINGTON stations were suspicious of the PA (Associated Press) flash 8:05 Monday night saying Fleet Admr. William D. Leahy was dead. Newsmen at WTOP WRC WMAL WOL (all network stations) held the flash in view of the fact that it was datelined Long Beach, Cal., and because none of the other radio wires had the story. WWDC and WINX put it on the air a few seconds before the "hold" notice came through at 8:11. At 8:13 PA sent out a "mandatory kill." At 8:11 UP carried the story of the death of Admr. Richard Henry Leigh in Long Beach, whose name had evidently caused the confusion.

Pollock to WSB

LT. COL. ROBERT POLLOCK, released from the Army after nearly five years service, has returned to WSB Atlanta as commercial manager. He joined WSB as announcer in 1939, went to WCAU Philadelphia the next year, and the same year returned to WSB as special events director. He was called into the Army as a reserve officer in 1941. He was chief of the radio branch of SHAEF Public Relations in Europe.

Mr. Pollock

AFM Agreements

THE PHILADELPHIA MUSICAL Society, Local 77, American Federation of Musicians (AFL) announced this week that it has concluded agreements with WCAU KYW WFIL WIP and WPEN. The new contract includes wage increases and will run for one year. Negotiations covered a three-month period. WIP was the last station to sign a new agreement. Joe Frasetto's house band was upped to an "A" rating with a nearly 50 percent wage boost for all members. Increases at other stations ranged from 20 to 30 percent.

More for BMB

SWING of Hugh Feltis, Broadcast Measurement Bureau president, around the "flea circus" circuit of NAB district meetings has netted five new members to the audience survey unit. New members: KSCJ Sioux City, Ia.; KBON Omaha; KGHL Billings, Mont.; KRJF Miles City, Mont.; KVOD Denver.

INTERNATIONAL SHORTWAVE SERVICE of CBS has started special programs in Danish to Denmark from Montreal. Visit of four Danish newspapermen was occasion for one broadcast in which the Danes broadcast their impressions of Canada.

CHEF BOY-AR-DEE SALE IS ANNOUNCED

ACQUISITION of Chef Boy-Ar-Dee Quality Foods Inc., makers of packaged spaghetti dinners, ravioli, and sauces, by American Home Foods Inc., New York, was announced last week.

The Boy-Ar-Dee firm, which has used radio and television extensively in its advertising, becomes the fifth food division of American Home Foods Inc. Others are Clapp's Baby Food, G. Washington Instant Coffee, Duff's Baking Mixes and Anhydrous Foods.

Sales and advertising offices of the newly acquired company will be moved from their present Cleveland location to American Home Foods' headquarters in New York. H. W. Roden, president of American, said his firm had acquired Chef Boy-Ar-Dee in exchange for 57,000 capital shares of American Home Products Corp., worth $6,000,000 at current market value.

Mr. Roden said Hector Boiardi would remain president of the firm, and Paul Bioardi as one of its directors. Other officers will be Mr. Roden, chairman of the executive committee E. J. Fitzpatrick, a vice president of American, chairman of the board; Carl A. Colombi, executive vice president; Maurice E. Weiner, vice president; Roy C. Smith, treasurer, and Charles H. Arbaugh, secretary.

Washington Meet

FIRST ANNUAL Awards Banquet of the American Public Relations Assn. is scheduled for latter March at Statler Hotel, Washington, and is to include awards for outstanding public relations achievements in radio industry, business of public relations, publications, graphic arts, government, management, labor, agriculture, transportation, associations, Pan-American groups, educational groups, public relations in religion, amusement industry and research. Composing panel of judges are: Miller McClintock, former president of MBS and now New York industrial consultant; Harwood Shills, associate professor of politics, Princeton U.; Stephen T. Early, vice president of Pullman Inc. and former secretary to President Roosevelt; Donald M. Bernard, advertising director of The Washington Post; John Brandt, president-manager, Land O' Lakes Creameries, Minneapolis; Ted R. Gamble, former national director of Treasury War Finance Division; Glenn Griswold, publisher of Public Relations News; Robert S. Henry, assistant to the president, Association of American Railroads; Charles G. Ross, secy. to President Truman.

W6XAO Shift

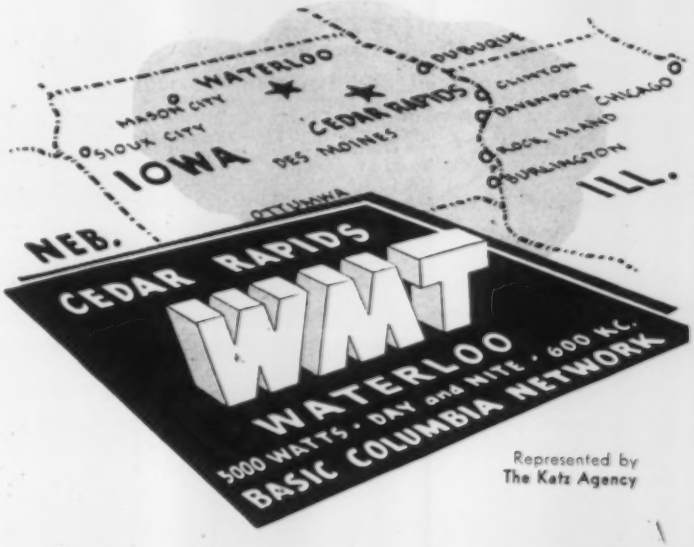
W6XAO, Don Lee Hollywood television station, in late February shifts to new 54-60 mc channel and will present first broadcast on that assignment on March 4. Station is on air every other Monday.

When You Want buyers to Reach the ~~Listeners~~ in Eastern Iowa

It's WMT everytime!

You've got to use the station that has the "ear" of the 1,131,782 listeners in Eastern Iowa—

The thousands of prosperous rural lowans —plus the thousands of important city dwellers whose purses are "bulging" and who use WMT as the BUY-way to your product.



Represented by
The Katz Agency

MANAGEMENT

LYNN N. FAIRBANKS has returned to his post as manager of KFIZ Fond du Lac, Wis., following release from the Army as lieutenant colonel after five years of service. He had held KFIZ managership for 10 years prior to volunteering for Army service. Mrs. Fairbanks, who was acting manager during his absence, has resumed duties as program director.

HARRY MAIZLISH, manager of KFWB Hollywood, is in New York for three weeks contacting agencies and clients on spring radio advertising plans.

PAUL MOWREY, ABC national television director, is conferring with network Hollywood executives on television plans and also touring film studios making a study of production technique. He returns to New York headquarters in late February.

CLYDE SCOTT, manager of KECA Hollywood, fully recovered from a major operation performed several weeks ago, has returned to his station duties.

LT. RICHARD H. GRAHAM has been released from the Navy and has resumed his work as attorney representing NBC and other RCA subsidiaries on the Pacific Coast, with headquarters in Hollywood. **DON B. TATUM**, who handled Mr. Graham's work during his absence, has returned to his own firm, Lillick, Geary, Olson & Charles.

NATHAN STRAUSS, president of WMCA New York, has been awarded "four bombs" by the Writers' Board in its February report. (Board awards "bombs" for books, radio and movies that "drop bombs on our ignorance, our indifference or our shortsightedness." Five bombs is maximum.) Board stated, "Under his ownership station WMCA New York has pursued a consistently imaginative and progressive program policy. By dealing forthrightly and responsibly with vital issues it has helped create intelligent public opinion."

HANDSHAKING all around as W9XEK Louisville, first upper-band FM station in Kentucky, went on the air. Operator is WHAS, and station is said to have 50 or 60-mile range on 92.3 mc. Participants in inaugural included (l to r): Mark Ethridge, publisher, and Barry Bingham, president, Courier-Journal and Times; Lee Coulson, WHAS and W9XEK manager, and Joe Eaton, WHAS commercial manager.

BURT McKINNIE, commercial manager of WSNJ Bridgeton, N. J., is now assistant manager of the station. **JERRY ALDEN**, station sports director, is promoted to sales managership.

G. RICHARD SHAFTO, general manager of WIS Columbia, S. C., has been appointed chairman of the Advance Gift Committee for local American Red Cross 1946 fund campaign. Active for several years in local ARC affairs, Mr. Shafto was chairman of Columbia chapter from 1937 through 1939.

A. L. ASHBY, vice president and general counsel of NBC, has been appointed chairman of the radio broadcasting division of the New York Legal Aid Society 1946 fund campaign. Society is composed of attorneys who donate their services to New York residents in need of legal aid.

SEN. WILLIAM F. KNOWLAND (R-Cal.), associate publisher of the Oakland (Cal.) Tribune and officer of its station KLX, was principal speaker Feb. 5 at semi-annual dinner of Sigma Delta Chi, professional journalistic fraternity, in Washington. He discussed off the record observations gleaned on his round-the-world trip with the Senate Meade Committee, of which he is a member.

TILFORD JONES, owner of KXYZ Houston, Tex., has been elected chairman of the operating committee of the Lone Star Chain. He succeeds **O. L. TAYLOR**.

IRVING E. ROGERS, general manager of WLAW Lawrence, Mass., has been awarded a special medallion for outstanding accomplishments in the Eighth War Loan campaign. Award was presented by Orville S. Poland, Massachusetts director of the U. S. Treasury Savings Bond Division.

NORMAN J. OSTBY, with ABC New York stations relations department for four years, has been appointed executive assistant to **DON SEARLE**, network Western Division vice president, and is headquartered in Hollywood.

KLAUS LANDSBERG, television director of W6XYZ Hollywood, television station owned and operated by Television Productions Inc., subsidiary of Paramount Pictures Inc., is father of a boy.

PHIL CARLIN, MBS vice president in charge of programs, is in Hollywood for two week conference with **PAT CAMPBELL**, acting program director of Don Lee Broadcasting System, as well as other network executives.

ROGER CLIPP, president of WFIL Philadelphia, will head the radio committee for the American Red Cross 1946 fund campaign in that city.

Surplus Equipment

SURPLUS PROPERTY resulting from the closing of six weather stations in Greenland is now available for disposal, according to Office of Foreign Liquidation Commissioner, War Dept., in a notice to the FCC. Any persons or companies interested in acquisition, or desiring further data, should communicate directly with Col. S. Gruneck, Director of Fixed Installations Division, New War Dept. Bldg., 21st and Virginia Ave., N. W., Washington 25, D. C.

FIBBER TOPS CAB EVENING PROGRAMS

FIBBER McGEE & Molly led the latest popularity list of evening programs released Feb. 6 by Cooperative Analysis of Broadcasting.

CAB reported the average rating for evening programs was 8.9, an increase of 0.2 over the report two weeks ago, but a decrease of 0.2 from the equivalent period a year ago.

Average sets-in-use 6-10:30 p.m. was 28.3, up 0.5 from the last report, down 0.6 from the same period last year. Figure for 10:30-11:30 p.m. was 19.9, up 0.7 from last report, and down 1 from a year ago.

Leading evening programs and ratings follow:

Fibber McGee & Molly 26.4, Bob Hope 23.9; *Lux Radio Theater* 21, *Charlie McCarthy* 20.3, Jack Benny 19.7, Fred Allen 19, *Screen Guild Players* 18.5, Walter Winchell 18.2, *Mr. District Attorney* 17.8, Red Skelton 17.7, Eddie Cantor 17, *Amos 'n Andy* 15.9, *Sealtest Village Store* 15, *Joan Davis Show* 15, Abbott & Costello 14.8, *Truth or Consequences* 14.8, *Aldrich Family* 14.7, *People Are Funny* 14.5, *Kraft Music Hall* 14.5 and *Dr. Christian* 14.

200 at AFA Dallas Meet

ADVERTISING Federation of America, 10th District, met in Dallas, Jan. 28-29 with 200 southwestern advertising agencies represented. Speakers were Elon G. Bordon, president and general manager of AFA, New York; F. K. Doscher, general sales manager, Lily Tulip Cup Corp., New York; and Sheldon Hickox, manager of station relations, NBC New York.

Guests of WGN

OVER 450 representatives of Illinois Federation of Women's Clubs were guests Feb. 4 of WGN Chicago at special program arranged in their honor. Members were addressed by Mary Afflick, WGN's only woman producer, on "Women in Radio."

"NO USE TRYIN' TO FOOL NEIGHBORS!"

Neighbors always have your number! That being the case, we're proud of the many *local* advertisers we've kept for years and years.

A typical one is Stern's Store for Men. For fourteen years its year-round, five-days-a-week program on WDAY has drawn customers from Fargo and the whole rich Red River Valley.

Looks like Stern's is *satisfied.* And Stern's is only one of *eighteen* locals who have been with WDAY, steadily, from ten to twenty-three years!

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

COMMERCIAL

JOHN CASSTEVENS, merchandising and promotion manager of KIDO Boise, Ida., has been appointed account executive for the station. Commercial Manager **BOYD BRAITHWAITE** has been hospitalized for three weeks.

A. J. (Tony) MESSNER, until recently commercial manager of CKY Winnipeg, commercial supervisor of CKX Brandon, Man., and Winnipeg manager of the sta-

Mr. Messner

Mr. Carpentier

tion representative firm, Horace N. Stovin & Co., has joined the new 250 w Winnipeg station, CJOB, in charge of sales division. He is succeeded at CKY by **WILF CARPENTIER**, who also becomes Winnipeg office manager of Horace N. Stovin & Co. Mr. Carpentier in 1936 joined CKX Brandon as announcer, became chief announcer and later transferred to CKY where he became production manager. During war years he took over public relations work during war leave of **D. R. P. COATS**. Mr. Messner joined All-Canada Radio Facilities in 1936 when that company took over operations of CKY and moved to Horace N. Stovin & Co., when All-Canada Radio Facilities dropped operating contract with CKY.

CARL E. DOZER has been promoted to sales manager of WCAE Pittsburgh. Member of WCAE staff since 1934, he was appointed to sales department in 1938. He rejoined that department last November upon release from Marine Corps in which he served as lieutenant in South Pacific. **BOB SCHROEDER**, former captain in Marine Corps and also Pacific veteran, has been added to WCAE sales staff. He is brother of **BILL SCHROEDER**, general manager of WINS New York.

Mr. Dozer

FRANK WELLMAN, sales manager of WTTM Trenton, N. J., is completing flying time toward obtaining a license to pilot his own plane which he plans to use to make quicker contacts with eastern and midwest agencies.

CHUCK RUBINSKY has returned to the sales staff of WKBZ Muskegon, Mich., following two and a half years' service in the Army.

C. B. HELLER, former commercial manager of WLOK Lima, O., is now sales manager of WJPA Washington, Pa. During the war he was with OWI London office.

JIM SWEET, released from the Navy as lieutenant commander, has returned to WRC Washington as commercial representative.

HOMER GRIFFITH Co., Hollywood, station representative, has moved into its own building at 6123 Selma Ave. Telephone is now Hollywood 6281.

BILL FIRMAN, who served with OSS in England while in the service, has been named to the sales department of WIND Chicago. Before enlisting Mr. Firman was with WTAQ Green Bay, Wis.

FRANK BOWES, formerly of WBZ Boston recently released from the Army after 28 months with the 238th Engineer Battalion, has joined the sales staff of KTW Philadelphia.

ANNE SPENCE, daughter of **E. M. SPENCE**, former secretary-treasurer of NAB, has joined WQAM Miami, Fla., as traffic manager. Miss Spence previously had been with WBAL Baltimore. She later joined NAB secretarial staff.

MARV ROSENE, who served as captain in Army Signal Corps for four years, has resumed his former position as sales representative for WHBF Rock Island, Ill. He had been with station for five years.

DONALD P. CAMPBELL, after two years' service in the Navy and formerly with ABC and NBC in a sales capacity, joins the sales staff of Mutual effective March 1.

JACK W. BROOKE, eastern manager of ABC spot sales department, is in Detroit on network business.

LEWIS H. AVERY Inc., stations representative, has opened southern California offices at 315 W. Ninth St., Los Angeles Telephone is Tucker 2095. **FRANK V. WEBB**, formerly general manager of the broadcasting division of Farnsworth Television and Radio Corp., is manager [BROADCASTING, Jan. 14].

EVELYN GARRISON, traffic director of KXLA Pasadena, Cal., has shifted to KECA Hollywood as secretary to **BILL DAVIDSON**, program manager. **CAROLYN CARO** has taken over KXLA assignment.

TED PEGG, traffic chief of CBR Vancouver before entering armed services, is now with traffic department of CBC Toronto.

RAY MILICI, recently discharged from the Marine Corps with rank of first lieutenant, has joined the sales staff of WOV New York.

Ex-Sailor Wins $5,000 In Lombardo Contest

AN EX-SAILOR employed in the Census Bureau at Long Beach, Cal., last week happily counted dollars instead of noses when Guy Lombardo awarded him $5,000 first prize in the orchestra leader's song title contest.

The name of the song, worth $5,000 to Mr. Lombardo's way of thinking, was: *Do Sheep Count People When They Want to Sleep?*

Winner was Merle C. Overholtzer, radio technician, third class, in the Navy. He had written song lyrics before, but not with such marked success. When advised that his entry had won the $5,000, Mr. Overholtzer commented in a vein of understatement unusual for a former sailor. Said he: "I'm delighted."

Mr. Lombardo's song-title contest was opened late last year in connection with his Tuesday (9-9:30 p.m.) broadcasts for Larus & Brother Inc. (Chelsea Cigarettes). In addition to the grand prize, he awarded a total of $10,000 worth of other prizes in denominations of $1,000 to $100 each.

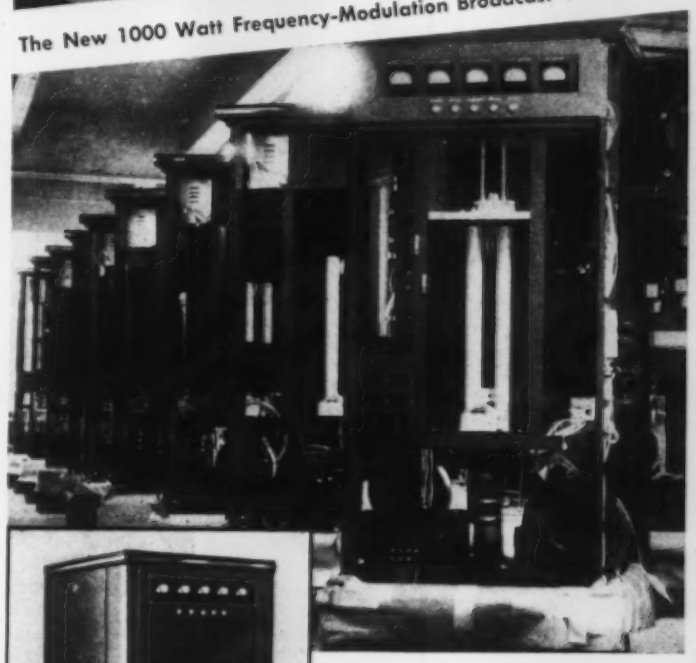
Fish Group Drive

NATIONAL FISHERIES Institute, Washington, D. C., currently is contacting individual members of its group on projected institutional advertising campaign using transcribed programs. Move marks first such attempt in radio by the individualized fish industry. NFI reports that drive will be placed direct and the list of stations used is contingent on response of individual members. Thirteen discs have been produced by Leo J. Paulin & Associates, Washington production firm.

Which one is yours?

ROLLING OFF THE PRODUCTION LINE - - -

The New 1000 Watt Frequency-Modulation Broadcast Transmitters



REL SIMPLE, STABLE, EFFICIENT, PERFORMANCE

Using the Armstrong Dual Channel
Direct Crystal Controlled Modulator

Wire for Bulletin #5006 for Complete Engineering Information on this transmitter

OTHER REL FM Broadcast Equipment Available for Ordering

	Cat. No.
250 Watt FM Broadcast Transmitter	549 A-DL
3,000 Watt FM Broadcast Transmitter	519 A-DL
10,000 Watt FM Broadcast Transmitter	520 A-DL

Speech Equipment

Cat. 603—Studio Speech Console, Table Type, 6 position.
Cat. 604—Station Speech Console, Table Type, combined with Cat. 600 Monitor and transmitter desk control.

Monitoring Equipment

Cat. 600—FM Station Frequency and Modulation Monitor.

Sales Representatives

Southeast
John F. Bivins
1006 Wellington Rd.
Highpoint, N. Carolina

Midwest
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

Pacific Coast
Norman B. Neely Enterprises
7422 Melrose Avenue
Hollywood 46, Cal.

Electronic Supply Co.
112 North Main St.
Anderson, S. Carolina

Michigan
M. N. Duffy & Co., Inc.
2040 Grand River Ave. W.
Detroit, Mich.

PIONEER MANUFACTURER OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

KFMB
Sells
SAN DIEGO

San Diego County is important on any marketing map . . . and KFMB is important in covering this concentrated market from "within." 373,000 persons live within 15 miles of our antenna.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

Packaging on Upswing in Hollywood

Nets, Agencies Joining Swing Toward More 'Custom-Builts'

By DAVE GLICKMAN

RADIO PACKAGING has become a major Hollywood industry with an estimated 150 proposed network shows currently being peddled by such agents and independent writer-producers. There were but a half dozen or so packagers of live radio shows in Hollywood a few years ago. The list has mushroomed virtually overnight.

Old standbys who pioneered the movement in Hollywood include such well knowns as James Saphier Agency, Ken Dolan, John Guedel Productions, William Morris Agency and MCA. John Masterson-Raymond R. Morgan combination is another successful setup which can be included.

Half-Million Invested

There are more packages lying around the open market now than there have been for many years. Emphasis is on 15 and 30 minute programs. It is estimated that more than $500,000 has been invested this year in such audition programs, many of which will never see the light of day.

With cutting of audition platter, packagers consider their essential work done. Next step is to hop a plane for New York or Chicago to sell their recorded idea direct to the prospective sponsor or advertising agency servicing account.

Lack of constructive sales promotion campaign finds many a fine custom-built program relegated to the shelf when a bit of good promotion might have turned the trick. It must be remembered that although programs are built in Hollywood, the majority of deals with sponsors and their advertising agencies are consummated in New York, Chicago or other east coast financial centers.

Nets Active

House-cleaning of agency program staffs is becoming noticeable as advertisers continue to make it clear in no uncertain terms that those servicing their account must come up with good program ideas of their own.

Networks have become increasingly active in putting together their own custom-built programs for sponsor consideration. CBS now has 14 of its packages on the network under sponsorship from Hollywood. Of this number, five are transcontinental and nine Pacific Coast regional. With time availability, at least half a dozen more will be added before the season runs its course.

NBC has more than half a dozen under sponsorship. Adrian Samish, ABC program chief, has ideas, too, on custom-built shows. As result that network is going all out on such deals. Mutual has sold several packages to sponsors during the past year and there are more at the signing stage. ABS is starting.

Packagers relieve the advertising agency of production responsibilities and give the seller a fast 10% off the top each week. It is more financially advantageous to the agent to collect $1000 weekly off a $10,000 per week package deal than take his 10% off a client on the show whose fee may be around $3000, one agency executive pointed out. With price set at $10,000 per week, actual package price of a show is close to $9,000, Hollywood program builders and buyers revealed. The packager's 10% commission is included in overall price, with another $900 added to weekly payoff for incidentals.

In billing the sponsor, an advertising agency includes its 15% commission which ups the package price to $11,385, the actual and final cost to client. The sponsor is thereby actually paying 25% commission for handling of a $9,000 per week package show. As an additional fee the agency collects its standard 15% on network time purchased for the advertiser.

Two Kinds

Advertising agency executives are quick to explain that there are two kinds of package deals. One includes all program factors and sells at a flat price. This comprises talent, writer, announcer, music and producer. Other type contains certain elements not under package seller's control. These might be controlled by the advertising agency. Once a pure package show is bought, there is little or nothing for the advertsng agency to do but watch over commercials and supervise program on client policies.

Package shows sell anywhere from $3,000 to $25,000 per week and breakdown reveals that many are owned outright by the program star. Although handled as packages through A. & S. Lyons Inc. and MCA respectively, the Jack Benny Show and Eddie Cantor's *Time to Smile*, both on NBC, are good examples. The stars receive a flat sum for their weekly program and handle payoff of lesser talent. Bob Hope Show might also be included in this category, although James Saphier, his agent, is reported as owning a share of that NBC program. Ralph Edwards' NBC *Truth or Consequences* is another good example.

There are border-line packages too, with talent either owning part of, or controlling the program. Kay Kyser's NBC *Kollege of Musical Knowledge;* CBS Joan Davis Show; CBS Durante-Moore Show; NBC Burns & Allen Show; NBC Abbott & Costello Show, might fall into this classification. Also the NBC Rudy Vallee Show. Tom Brenemann, m.c., owns part of ABC *Breakfast in Hollywood* which is packaged by the Masterson-Morgan combo. That group also has *Bride & Groom* on ABC. *Sherlock Holmes* on MBS is a cost plus package under William Morris Agency management.

Summer Packages

There is early shopping for summer replacements this season which may be explained by last year's high quota of miss-outs. Agencies and networks are finding that sponsors refuse to go along with hurriedly put together programs for the summer session even though cost is considerably less than fall and winter shows. As result summer replacements are being planned on a long range basis indi-

THE STATION
MOST PEOPLE
LISTEN TO MOST

WIOD
MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

WBNX

DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish

5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

LONG JUMPS in show business have been made by Paratrooper Cpl. Robert Warren Roberts, KYW Philadelphia announcer, who broke his jaw in a parachute jump, transferred to American Forces Network in London and wound up playing opposite Sara Churchill on the stage, doing international newscasts, and appearing on BBC feature programs. Offered a postwar theatrical role in Britain, Bob Warren decided, however, to visit his wife and year-old son and then head back to the KYW mike.

cating that a measure of reform may be instituted readily when it affects the bankroll.

Outlook is for at least 35 new package shows to take to the air this summer. There is a swing too of sponsors toward new faces, voices and formats, which should become more apparent as the year goes on.

One of the more evident trends is the billing of performers who have been often anonymous as far as dialers are concerned.

Package shows are also reportedly being eased into the last 13-week cycle of several network programs as a test of their future ability to stand on their own feet. Theory is that Hooper rating in the springtime months is fairer test of of program's possibilities.

Ind. Broadcasters Assn. Elect Officers March 15

SPECIAL MEETING of the Assn. of Indiana Broadcasters was held on Jan. 31 at the Press Club in Indianapolis to discuss matters of general interest to members. It was decided to elect new officers for 1946 at the next meeting scheduled for March 15.

The meeting was called by George Jackson of WBOW Terre Haute, chairman of the Organizing Committee. Others attending were Don Burton, president, and Bill Craig, WLBC Muncie; Joe Gibbs Spring, WASK Lafayette, and O. E. Richardson, WJOB Hammond.

Aviles on Three-Month Tour of Neighbor Nation

LEONIDAS AVILES, chief of the Latin American section, public information division of UNRRA, leaves Feb. 12 on a three month tour of Carribean, Central and South American nations. He will confer with radio, newspaper and motion picture executives on the UNRRA information program.

Mr. Aviles, former CBS news writer in the international division, served during the war as a censor of international broadcasts and at one time was managing editor of Norte.

H. C. Peterson

HENRY C. PETERSON, 68, secretary of WSSV Petersburg, Va., died Jan. 31. A longtime resident of St. Louis he had been in Petersburg two years. Surviving is his son, Louis H. Peterson, president of WSSV.

Bendix 'Flightweight'

RADIO DIVISION of Bendix Aviation Corp., Baltimore, last week announced its first two-way communications unit in the "Flightweight" line of radios for private planes. The unit, known as the PATR-10 Flightphone, is a five-channel vhf transmitter combined with a range and broadcast receiver. It weighs seven pounds, including built-in power supply, shockmounts and range filter and fits into a 5 x 7 x 7 inch opening in the plane's instrument panel.

Bank's Radio Interest

EVIDENCING a growing interest in the use of radio for bank advertising, more than 60 members of Financial Advertisers Assn. signed up for the Radio Clinic held in connection with the recent Hot Springs meeting of the group. According to FAA's *Bulletin*, American Bankers Assn. is considering development of a series of five-minute dramatizations which will form the nucleus of a series of either 15 or 30 minute programs, to be produced by local banks in cooperation with local stations.

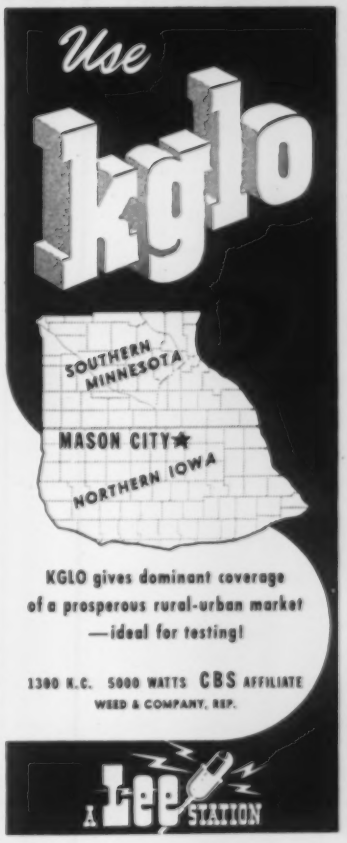
KMBC Signed

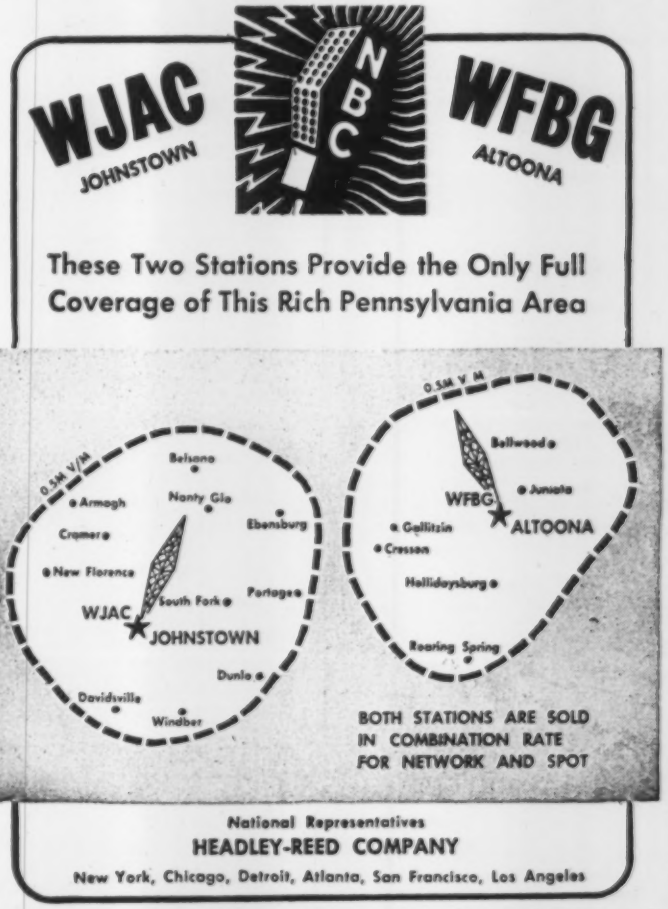
ANOTHER two-year extension of the affiliation contract of KMBC Kansas City with CBS has been signed by Arthur B. Church, Midland Broadcasting Co. president. The new contract signed in mid-January runs into June 1948, and extends the affiliation of KMBC as Kansas City outlet of CBS into a 20-year span, Mr. Church pointed out.

Improved Video Eye

FILMS demonstrating an unusual depth of focus achieved by use of "The Garutso Optical Balance," a new-type camera lense structure said to be applicable to television cameras, were shown in New York last week. The device, which because of patent status, was not itself shown to the public, is said to permit clear-definition photography of objects ranging in distance from the camera from a few inches to infinity. Sales agent is Ira H. Simmons, 542 Fifth Ave., New York.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started production of its new A31 microphone desk stand with die cast base and wooden handle in durable brown tone enamel. Unit assembly is actually a combination microphone handle and desk stand.





GENTLEMAN FOR THE MASSES

With a hearty chuckle and a smile that you'd swear you could see, our good friend TOM OWENS greets his air audience daily at 6:15 a.m. on KFI. For an early morning participating program Tom's show holds strong appeal because of the conspicuous lack of noise to gain attention. By respecting the rights of those who care to sleep a little later he is a balm to the nerves of those who *must* be on their feet at that ungodly hour. In a quiet voice TOM OWENS reads poetry and chats to listeners in a philosophical vein when he isn't providing a tasteful selection of platters.

Since the half hour program accepts both live and transcribed participations, TOM OWENS deserves a big hand for the way he keeps the continuity flowing smoothly. You can't help but like his introduction to a transcribed announcement which always ends with a "Let her go, Charles," directed to the engineer on duty. Incidentally, this oft repeated sentence was the inspiration for a poem that a listener sent in recently and when it was read over the air a few hundred requests came in for copies. Without benefit of any pitches or offers, the mail count for TOM OWENS averages around one hundred per day. Participation costs on TOM'S show are most nominal. Inquiries are welcome at the KFI Sales Dept. or at Edward Petry.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

AGENCIES

JACK DICE, formerly with H. W. Kastor & Sons and BBDO, has been added to Chicago office of Rogers & Smith Adv. as copywriter. **WILLIAM J. GROVER**, formerly art director of Goldman & Gross, has been named to that post with Rogers & Smith.

JIM McCLEERY, released from the Navy, has returned to McNeill & McCleery, Los Angeles, resuming control of agency's radio activities.

CHAMBERS & WISWELL, Boston, has moved to larger quarters at 250 Park Square Bldg.

BOB HUNTER has resigned as account executive with Grant Adv., New York, to join Dudley Rollinson Co., New York, as account executive and head of radio department. Mr. Hunter served in the Army and formerly was account executive for three years with Ruthrauff & Ryan, New York.

GEORGE V. BLEIER and **HAROLD T. KRONER**, released from the Army, have joined Roberts & Reimers Inc., New York. Mr. Bleier is production associate and account executive and Mr. Kroner is assistant in the media department.

JOHN HENRY Jr. and **WILLIAM J. BEREY** have joined the staff of Geyer, Cornell & Newell, New York, following discharge from the armed forces. **RAYMOND GEATA**, also released from service, has rejoined the agency.

WILLIAM E. FRAZIER, formerly with Stonhard Co., is with John Falkner Arndt & Co., Philadelphia, as an assistant account executive.

EDWARD H. HENNEN, account executive of Erwin, Wasey & Co., has resigned to join R. B. Semler Inc., New York, as vice president.

HARVEY W. OLSEN, JOHN TEMPLE, ERNEST ALLEN and **GERARD PARK** have returned from armed service to the art department of Needham, Louis & Brorby, Chicago.

CARLYLE EMERY, vice president of Ruthrauff & Ryan, Feb. 4 addressed first annual convention of National Institute of Rug Cleaners in Chicago. His subject was "Advertising Rug Cleaning, What It Must Accomplish." More than 5,000 members of institute attended convention.

CONSTANCE BOLAND has resigned from the copy staff of J. D. Tarcher & Co., New York, to do freelance writing.

W. H. JAQUITH ROWLAND, released from the Navy, has joined Jules Lipit Adv., New York, as account executive.

IRWIN VLADIMIR & Co., New York, has appointed Pruna in Prague as its associate for Czechoslovakia and Danske Erhvervs Annoncebureau in Copenhagen for Denmark and Nationale Publiciteits of Amsterdam for Holland. Company now has 29 associate agencies throughout the world. Future plans include reestablishing other European contacts in the spring of this year.

GILBER R. LESSER, released from AFRS Hollywood where he prepared radio shows for overseas troops, has returned to Emil Mogul Co., New York, as account executive.

HENRY P. CLARK, vice president of McCann-Erickson and manager of its offices in Buenos Aires, Argentina, has arrived in New York (company's headquarters) for three-week visit.

DOUGLAS LOUNDS, discharged from the Navy, has returned to the media department of Benton & Bowles, New York.

CHARLES ROOT CAVALLI, former account executive of Wesley Assoc., New York, has joined Kudner Agency, New York, as advertising and promotion director.

GILBERT STENDER, recently discharged from the Navy as lieutenant commander, has returned to Benton & Bowles, New York, as executive on the Can Manufacturers Institute account. Prior to his service with the Navy Mr. Stender worked on the Best Foods and Procter & Gamble accounts for the agency.

JAMES B. SULLIVAN and **MURRAY C. HUNT**, released from armed forces, have joined Foote, Cone & Belding, San Francisco.

HAZEL E. SMITH, formerly with Lucy Barnes, Los Angeles fashion agency, has joined Jeanette Cain Adv., Los Angeles, as copy chief and office manager.

DAVE McMILLAN Jr., formerly with Walsh Adv., Toronto, has joined Grant Advertising of Canada, Toronto, where his father, **DAVE McMILLAN Sr.**, is vice president and general manager.

WILLIAM BURKHART, released from Royal Canadian Navy as lieutenant, has joined Atherton & Currier, Toronto. His father, **O. F. BURKHART**, is vice president of agency.

ANDY ARMSTRONG has been appointed one of four art directors for Leo Burnett Co., Chicago. Mr. Armstrong formerly was designer and art director for Dancer-Fitzgerald-Sample, Chicago.

THE BART & WILLIAMS ADVERTISING AGENCY has opened offices at 20 S. 15th St., Philadelphia. Agency will be operated by **ALVIN A. SCHOENBART** and **WILLIAM F. MULCHAY**.

MAJ. SIEBRAND H. NIEWENHOUS Jr. has joined Picard Adv., New York, as account executive upon release from the Army. He formerly was with J. Stirling Getchell Adv.

RALPH E. De CASTRO, former senior writer with Ruthrauff & Ryan, New York, has joined Charles Dallas Reach Co. as vice president in charge of copy.

VAN LEAR WOODWARD Jr., formerly with Campbell-Ewald, New York, has joined William Von Zehle & Co., New York, as account executive.

FOOTE, CONE & BELDING Chicago accounting, billing and checking departments have been moved to 315 E. Grand Ave. General offices remain at 919 N. Michigan Ave.

GERALD McCUE, former advertising manager of Chandler-Evans Corp., Meriden, Conn., has been appointed production manager of Lindsay Adv., New Haven, Conn. He one time was with United Adv., New Haven.

Mr. McCue

RUDOLPH ELSTAD, formerly with Walt Disney Studios, Los Angeles, has been added to the art staff of Olmsted & Foley, Minneapolis.

CLARK M. PETTIT, released from the Navy and formerly with Brisacher, Van Norden & Staff, is new member of San Francisco office of Knollin Adv.

ANNE KOHAN, formerly of Dozier-Graham-Eastman, Los Angeles agency, has shifted to The Tullis Co. as traffic manager.

VERN EASTMAN with Army discharge has resumed duties as account executive of Hixson-O'Donnell Adv., Los Angeles.

PAUL CRANING, combat photographer in Italy for three years, with Army discharge has joined Columbian Adv., Los Angeles, as account executive.

MILTON V. CARLSON, former account executive of KHJ Hollywood, has joined Western Adv., Los Angeles, as vice president and account executive.

CARL R. GIEGERICH, RUSSEL V. STONE and **BOB CARLEY**, former members of a War Dept. creative unit which was responsible for certain promotional projects and campaigns directed by the Army to troops, have joined Cecil & Presbrey, New York, to handle agency's new business activities as well as current accounts. Mr. Giegerich, released from the Army as major, was previously with Newell-Emmett Co., New York. Mr. Stone, also a major, had been with Western Printing & Lithographing Co., Racine, Wis. Mr. Carley, lieutenant in Army, was former member of BBDO New York.

KATHERINE JOHNSON, copy chief of Spadea Inc., New York, has been promoted to vice president of the agency.

LIONEL L. HOLMES, released from the Army Medical Corps, has joined the copy department of Rea, Fuller & Co., New York.

JACK BURNETT, director of publicity for Foote, Cone & Belding, New York, is in Chicago for Hedda Hopper broadcast which originates in that city Feb. 11 when Miss Hopper will be guest at premiere of Tom Breneman's picture "Breakfast in Hollywood" at Oriental Theatre. Mr. Burnett then will go on to West Coast to visit agency's Hollywood and San Francisco offices.

ONE OF ONLY 50 individuals in the U. S. to receive the gold medal award and special citation from Secretary of the Treasury Vinson for war loan service is Leonard N. Simons (l) of Simons-Michelson Co., Detroit. From 1941 to 1945 Mr. Simons was advertising director of the Michigan War Finance Committee. Michigan State Chairman Frank N. Isbey makes presentation.

JAY HANNA, producer at J. Walter Thompson Co., New York, resigns effective Feb. 28 to freelance.

ROSANNE WEBER, assistant to **MORGAN RYAN**, radio director of Grant Adv., New York, has resigned.

ANTHONY G. CRISCUOLI, formerly with J. Walter Thompson Co., has been named production manager of Henry A. Loudon Adv., Boston.

SAMUEL BLACK has been appointed vice president in charge of public relations of Ted Black Agency, New York.

DONALD A. BREYER, partner of Hillman-Shane-Breyer, Los Angeles agency, is father of a girl.

DORIS PILAT has joined Schacter, Fain & Lent, New York, as public relations and account executive.

WILLIAM R. BAKER, executive vice president of Benton & Bowles, is in Hollywood for three weeks to check agency operations and to look over summer replacement programs. He returns to New York headquarters Feb. 19. **WALTER CRAIG**, vice president in charge of radio, arrived in Hollywood Feb. 9. He returns to New York in late February.

JOE STAUFFER, New York radio program director of N. W. Ayer & Son, is conferring with Hollywood agency executives for several weeks on spring program plans.

MAURICE SMITH, formerly freelance, has been made art director of J. Walter Thompson Co., Los Angeles, assisting **B. W. LEWIS**, chief of art staff.

SMALLEY, LEVITT & SMITH, Los Angeles, has moved to new offices at 643 S. Olive St. Telephone is Mutual 5336. **ROBERT RHODES**, formerly of Warner Bros., has joined agency as chief of news bureau. **ROBERT LEEFER** with Army discharge has been made art director.

In The Groove

It didn't just happen. We spent time and money learning what they wanted—and that's what we give them. Most people in our area prefer WAIR, a fact that a trial should prove.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

Okla. U. Session To Dissect Radio

Clinic To Feature Problems During Transition Period

FOUR-DAY discussion of broadcasting will feature the Annual Radio Conference on Station Problems to be held March 7-10 at Norman, Okla., and Oklahoma City under auspices of the Association for Education by Radio. Hosts will be Oklahoma U. and area radio stations.

"Radio in Transition," theme for the conference, was chosen by a committee of network, station and education representatives. Opening day meetings, starting at noon, will discuss "Radio and the Unions," "The Station's Responsibility to the Community." "Radio in Transition" will be dinner theme, with A. D. Willard Jr., NAB executive vice president, as speaker.

Morning session March 8 will offer a management clinic followed by panels on sales and promotion problems of commercial stations, and operation of school-owned stations. Dinner meeting that day will be built around "Radio and the Press."

Newsmen to Speak

March 9 panel discussion will cover agency problems, use of radio programs by public schools, and school broadcasting. Luncheon program will be devoted to audience measurement, with news as the afternoon topic. Speakers will be Tom O'Neil, AP; Jacques D'Armand, UP; Robert W. Brown, INS. Late afternoon panel is entitled "The Listener Speaks." Dinner session will deal with "Public Interest, Convenience and Necessity," a discussion of station problems.

Final sessions March 10 will include resumes of previous discussions and panels on women's programs, organization broadcasting, and television and FM.

Committee in charge consists of: Edgar T. Bell, WKY Oklahoma City; M. H. Bonebrake, KOCY Oklahoma City; Kenyon Brown, KOMA Oklahoma City; Martin Campbell, WFAA Dallas; Arthur Casey, WOL Washington; Peggy Cave, KSD St. Louis; W. W. Charters, Stephens College; Charles F. Church, KMBC Kansas City; Jean Close, WHAS Louisville; Bob Compton, WCAZ Carthage, Ill.; Willard D. Egolf, NAB; Robert Enoch, KTOK Oklahoma City; Jerry Hoekstra, KMOX St. Louis; Robert B. Hudson, CBS; Kenneth K. Kellam, KTHS Hot Springs; Col. Harold Kent, U. S. Office of Education; Dorothy Lewis, NAB; Ben Ludy, WIBW Topeka; Ken Miller, KVOO Tulsa; Tom Slater, MBS; Harrison B. Summers; Keith Tyler, Assn. for Education by Radio; Judith Waller, NBC; Earl Williams, KFAB Lincoln; William O. Wiseman, WOW Omaha; Vernon G. Dameron, National Education Assn.; Mrs. Para Lee Brock, WATL Atlanta.

Registrations for conference may be made through the Coordinator of Radio, U. of Oklahoma, Norman, Okla.

News

WILLIAM HIPPEE, with the Army in Texas for four years, rejoined the news department of KRNT Des Moines Feb. 4. **JOE RYAN**, who has been head of the news staff, joins the Des Moines Register and Tribune promotion department in charge of radio.

PAUL L. FISHER, for three years with U. S. Dept. of Agriculture, and agricultural writer, has been appointed farm program director of WMRC Greenville, S. C. He will conduct new "WMRC Farm Service" program to be broadcast Monday through Friday 12:30 p.m.

CEDRIC FOSTER, Yankee Network and MBS commentator, Feb. 6 was to address the Canton, O., Real Estate Board.

ARTHUR MANN, chief of the London bureau of Mutual, is visiting in the U. S. for several weeks. Currently in Washington, he leaves this week for the West Coast and a tour of the country. Feb. 7 at National Press Club, Washington, he was guest of honor at luncheon arranged by **CHARTER HESLEP**, network Washington manager, and attended by **SIR WILLMOTT LEWIS**, Washington bureau chief of London Times; **DENYS H. H. SMITH** of London Daily Telegraph; **CHARLES CAMPBELL**, Washington chief of British Information Service; **LEONARD MIALL**, Capital correspondent for BBC; **WILLIAM HILLMAN**, Mutual correspondent; **MERLE JONES**, manager of WOL, Washington outlet of Mutual; **ALBERT WARNER**, WOL news bureau chief, and **ARTHUR CASEY**, WOL program manager.

VAN PATRICK, sports director of WPEN Philadelphia, has resigned.

PAUL HUGHES, news commentator at KTAR Phoenix, Ariz., has written his second war novel from pure research. Title of current work is "Challenge at Changsha," historical novel based on Sino-Japanese war.

ROBERT SNYDER, recently released from service as Army correspondent, has joined WBCA Schenectady, N. Y., to conduct thrice-weekly quarter-hour evening series of "News, Views and Interviews."

ENS. JOHN MEAGHER, on leave from WGN Chicago special features department, has been transferred from Pearl Harbor to Washington, D. C., where he is in radio section of Navy public information.

A. A. SCHECHTER, director of news and special events for Mutual, left New York last week for combined business and pleasure trip to the West Coast. He will return to New York late this month after conferences with Don Lee-Mutual executives.

DON MILLER, released from Marines and prior to service with station events department of KSO Des Moines, Ia., has joined ABC Hollywood staff as news writer.

RAYMOND SWING is to head a group of ABC correspondents to be sent to the Pacific to cover the atom bomb experiments.

Joske Meeting

PROCEDURE to be followed in preparing a report on the 12-month broadcast test conducted last year by Joske's of Texas, San Antonio department store, is to be drawn at a Feb. 11-12 meeting of the NAB's Joske Radio Advisory Committee at NAB Washington headquarters. Frank E. Pellegrin Jr., NAB director of broadcast advertising, was due back from the second swing of district meetings to participate in the session. Lee Hart, assistant director who was Joske's radio director, also is to take part. Committee members are Cecil Beaver, WOAI San Antonio, chairman; Walter Johnson, WTIC Hartford; Arthur Hull Hayes, WABC New York; Lewis H. Avery of Lewis H. Avery Inc.

Ten-Year Contract

COMPTON Adv., New York, and Procter & Gamble Co., Cincinnati, are currently negotiating a three-way 10-year contract with Charles Irving, lead in "Young Dr. Malone," Mon.-Fri., 1:30-1:45 p.m., on CBS. Since Mr. Irving has been portraying the lead, program's Hooper rating has increased from 4.6 to 6.1.

TAX CODE CHANGE IS SOUGHT BY NAB

AMENDMENT of Section 722 of the Internal Revenue Code was asked Thursday by the NAB to permit a number of stations to apply for relief from excess profits taxes. NAB's position was presented to the Joint Committee on Internal Revenue Taxation for Post-War Taxation by Don E. Petty, new general counsel of the association.

Mr. Petty pointed out that some corporations are excluded from relief under Section 722. He argued that the section should be amended to prevent discrimination against corporations organized "during or immediately prior to the base period" (prior to Dec. 31, 1939) but which did not commence business until after Jan. 1, 1940.

Involved also in the hearings are rights of corporations which have changed the nature of their business, such as increasing power.

Miss Hayes Honored

DISTINGUISHED merit citation will be awarded to Helen Hayes for her performance in the radio adaptation of Carl Ewald's "My Little Boy." Harold E. Stassen, general chairman of Brotherhood Week, will present the citation Feb. 16 on Miss Hayes "Textron Theatre" broadcast, Sat. 7 p.m. on CBS. Sponsor is Textron Inc., New York. Agency is J. Walter Thompson Co., New York.

KANS

NBC in WICHITA

KANSAS' No. 1 Market

Represented by

HEADLEY-REED COMPANY

New York : Chicago : Detroit

Atlanta : San Francisco : Los Angeles

Conditional Video Grants Imminent

Group Hearings Slated By FCC to Handle Bulk of Cases

THE FCC will issue its first conditional grants for new television stations within the next two or three weeks, BROADCASTING learned last week.

Coincident with action by the Commission designating for hearing all applications from cities in which the demand for stations exceeds available frequencies, it was disclosed that in most other cases conditional grants will be given where qualifications are satisfactory.

The Commission will follow the same procedure on television as with FM, it was learned, making available frequencies to approved applicants but withholding assignment of specific channels until necessary engineering examination is completed. Because technical standards on television were not finally formulated until the latter part of December, applicants had been unable to submit data on which transmitter power and antenna height could be determined.

Pushing to get television started as soon as possible, the Commission set for hearing a total of 72 applications in 11 metropolitan districts. Together with the six applications heard for stations in Washington, this action left only 60 cases awaiting initial action. These include applicants in Chicago, St. Louis, Boston, New Orleans, Indianapolis, and a number of other cities where demand for stations is less than the allotted channels.

The Commission has now taken some action on nearly two-thirds of the television applications pending. Of the original total of 146 applications filed, 78 have been set for hearing or heard, and eight have been dismissed upon motion of the applicants.

Proceedings Grouped

Consolidated proceedings were designated by the Commission for applicants for stations in New York, Los Angeles, Philadelphia, Detroit, San Francisco—Oakland, Pittsburgh, Cleveland, Baltimore, Providence, Harrisburg, and Lancaster. In the first three cities named, an aggregate of 36 applicants are competing for 14 available frequencies, with the scramble greatest in New York where 13 companies seek the four unoccupied channels. In each of the seven other areas, applicants exceed frequencies by one.

Keen interest of the motion-picture industry in television was evidenced in the applications for stations in several of the cities. In Los Angeles, applicants include Walt Disney Productions, Fox West Coast Theatres, Metro-Goldwyn-Mayer Studios Inc., and Warner Bros. Broadcasting Corp. In New York, Marcus Loew Booking Agency, an affiliate of M-G-M, and Twentieth Century Fox are applying. United Detroit Theatres Corp. is an applicant in Detroit.

In view of the experience with the Washington cases, it is expected there will be a sizeable number of withdrawals from such cities as New York, Los Angeles and Philadelphia. Three applicants for stations in the Capital dropped out before hearings were held. One of the six which were heard, Bamberger Broadcasting Service, testified it would not pursue its application in Philadelphia.

It was also regarded as quite possible that there may be withdrawals from applicants in other cities, in which case hearings may not be required.

While hearings probably will not be scheduled for several weeks, it was understood the Commission plans to hold proceedings on some group of applications in the latter part of March or during April. In conformity with its efforts toward early development of the art, first consideration would be given to cities where there are no commercial stations. It was thought doubtful that cases in New York, which has three stations, would be heard before May.

Pursuing a policy announced in scheduling proceedings on Boston FM cases, the Commission probably will set deadlines for receiving new applications for television stations when the calendar is announced.

With the probable exception of Baltimore, all of the television hearings likely will be held in the field unless engineering problems in connection with the applications necessitate proceedings in Washington. Especially where qualifications of applicants are comparable, the Commission is known to feel that proceedings held locally provide better opportunity to bring out full information.

A departure in procedure on field hearings, it was learned, may be instituted by assigning members of the staff to conduct proceedings. Principal purpose of such a plan, it was understood, would be to enable commissioners to be in Washington to handle the huge volume of work ahead. Several hundred standard broadcast cases, already heard or scheduled for hearing during the next six weeks, will have to be decided. Proceedings will have to be scheduled on more than 100 FM applications and initial action taken on hundreds of other FM applications still unprocessed. Further proceedings on allocation problems involving clear channels are also scheduled to begin April 15.

Designations

Meanwhile, television circles awaited the Commission's decision on the Washington television applications. Selection of the four licensees from the six applicants is expected to furnish a guide to applicants in other cities on the considerations determining Commission policy. The decision should provide a basis on which applicants may elect to pursue or withdraw from contested fields.

Commission's announcement on the hearing designations follow:

The Commission en banc on February 1 set for hearing the following applications for television stations in metropolitan districts. In these cases, the number of applicants exceed the channels allocated under the Commission's Report of November 21, 1945:

ALBUQUERQUE
Is New Mexico's Major Market
KGGM
1260 KC. 1000 WATTS - FULL TIME - COLUMBIA AFFILIATE
DENVER
KANSAS CITY
AMARILLO
LOS ANGELES
NEW MEXICO
EL PASO
KVSF
(1340 KC. 100 Watts)
In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.
POPULATION* - - - 73,327
14⅓% OF TOTAL STATE POPULATION
BUYING POWER** - $90,265
27¼% OF TOTAL STATE INCOME
RETAIL SALES** - - $40,580
22⅝% OF TOTAL STATE RETAIL SALES
* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management
STRATEGICALLY LOCATED . . . AT THE CROSSROADS OF THE ENTIRE SOUTHWEST . . . ALBUQUERQUE IS THE MAJOR AIR, HIGHWAY AND RAIL CENTER, AS WELL AS THE GREAT WHOLESALE CENTER BETWEEN KANSAS CITY AND LOS ANGELES AND BETWEEN DENVER AND EL PASO.
REPRESENTED NATIONALLY BY
TAYLOR - HOWE - SNOWDEN
RADIO SALES
NEW YORK CHICAGO DALLAS AMARILLO

Tuner, Too

WHEN it appeared uncertain that a professional organ tuner would be on hand to tune new organ of KFXJ Grand Junction, Col., the day before dedication of new studio and twentieth anniversary program, Chief Engineer Eph Towne did the job by the principle of "beat tones" from a frequency standard. Tuner did arrive, but didn't have to work, organ being in perfect pitch.

WPRP Ponce, P. R., License Assignment To Voice of Porto Rico Inc. Is Approved

LOCAL OWNERSHIP and a disposition against possible concentration of control were listed by FCC as factors leading to its proposed decision, issued last Monday, approving assignment of license of WPRP Ponce, P. R., from Julio M. Conesa to Voice of Porto Rico Inc., for $30,000. Mr. Conesa is a 25% stockholder in Voice of Porto Rico.

In moving to approve the assignment and deny an application of Consolidated Broadcasting Co. for WPRP's 1420 kc frequency in Ponce, the Commission asserted that Voice of Porto Rico "is composed primarily of residents of Ponce" whereas Ralph Perez Perry, president and principal stockholder of Consolidated and 49% owner of WKVM Arecibo, P. R., "has never been identified with Ponce business matters, does not reside there, and has no intention of moving to the community."

The FCC also saw "latent possibilities" of concentration of control if the Consolidated application were granted, since Mr. Perry is chief engineer of WPRA Mayaguez, P. R., in addition to his holdings in WKVM. There are only seven stations in Puerto Rico, it was pointed out.

Without Prejudice

The Commission's proposed decision was made without prejudice to the right of either the Voice of Porto Rico or Consolidated to apply later for regional station operation. Until the assignment of the WPRP license is made, the station will be continued on temporary license for not more than 90 days from the time the proposed decision becomes final. Applications of Mr. Conesa for change of frequency to 1520 kc and increase of power of WPRP from 250 w to 5 kw day, 1 kw night, and to move transmitter site were dismissed for lack of evidence to support them.

Both Consolidated and the Voice of Porto Rico, it was pointed out, claimed contracts to buy WPRP from Mr. Conesa for $30,000. After Puerto Rico District Court upheld Mr. Conesa in his refusal to fulfill the contract with Consolidated because Mrs. Conesa had not signed the agreement, Consolidated requested WPRP's frequency, and Mr. Perry signed a contract to pay Mr. and Mrs. Conesa $40,000 for WPRP's facilities if the $30,000 transaction with Voice of Porto Rico were not completed. Voice of Porto Rico meanwhile indicated that if Mr. Conesa's license for WPRP were not renewed, making assignment impossible, it would apply for a construction permit and pay Mr. Conesa $30,000 for equipment.

With assignment of license to Voice of Porto Rico, the Commission asserted, Mr. Conesa "will be relieved of the active supervision of the station but will have the opportunity of participating in its affairs as a stockholder. Other stockholders are Andres Grillasca, mayor of Ponce; Felipe Segarra, owner of a dry-goods chain and formerly a minority stockholder in WPAB Ponce; Francisco Susoni, lawyer. Stock is distributed equally among them and Mr. Conesa.

MBS, in cooperation with U. S. Army Recruiting Service, is devoting new show "Men of Vision," featuring guest stars and 378th AAF band, Sat., 3:30-4 p.m., for month of February to Army Recruiting.

New York—Northeastern New Jersey (7 channels—Metropolitan)

American Broadcasting Co., Inc. (B1-PCT-79); Bamberber Broadcasting Service Inc. (B1-PCT-15); Bremer Broadcasting Corp (Newark) (B1-PCT-57); Debs Memorial Radio Fund Inc. (B1-PCT-116); Palmer K. & Lois C. Leberman (B1-PCT-129); Marcus Loew Booking Agency (B1-PCT-105); Metropolitan Television Inc. (B1-PCT-12); News Syndicate Co. Inc. (B1-PCT-83); Philco Radio & Television Corp. (B1-PCT-37); Raytheon Mfg. Co. (B1-PCT-115); Sherron Metallic Corp. (Huntington, N. Y.) (B1-PCT-149); Twentieth Century-Fox Film Corp. (B1-PCT-132); Westchester Broadcasting Corp. (White Plains, N. Y.), (B1-PCT-58) WLIB Inc. (B1-PCT-114).

(There are three licensed commercial television broadcast stations in New York City, namely, WNBT (NBC), WCBW (CBS), and WABD (Allen B. DuMont Labs. Inc.)

Los Angeles—7 Channels—Metropolitan

American Broadcasting Co. Inc. (B5-PCT-81); Earl C. Anthony Inc. (B5-MPCT-12); Walt Disney Productions (Burbank) (B5-PCT-156); Consolidated Broadcasting Corp. Ltd. (B5-PCT-70); Fox West Coast Theatres (B5-PCT-142); Hughes Productions, Division of Hughes Tool Co. (B5-PCT-17); Don Lee Broadcasting System (B5-MPCT-18); Metro-Goldwyn-Mayer Studios Inc. (B5-PCT-106); National Broadcasting Co. Inc. (B5-PCT-24); Television Productions Inc. (B5-PCT-160); The Times-Mirror Co. (B5-PCT-92); Warner Bros. Broadcasting Corp. (B5-PCT-66); Dorothy S. Thackrey (B5-PCT-165).

Philadelphia—4 Channels—Metropolitan

Bamberger Broadcasting Service Inc. (B2-PCT-42); Wm. Penn Broadcasting Co. (B2-PCT-150); Pennsylvania Broadcasting Co. (B2-PCT-97); Philadelphia Daily News Inc. (B2-PCT-119); The Philadelphia Inquirer, a Division of Triangle Publications Inc. (B2-PCT-73); Seaboard Radio Broadcasting Corp. (B2-PCT-72); WCAU Broadcasting Co. (B2-PCT-13); WDAS Broadcasting Station Inc. (B2-PCT-74); Westinghouse Radio Stations Inc. (B2-PCT-34); WFIL Broadcasting Co. (B2-PCT-53).

(There is one licensed commercial television station in Philadelphia, namely WPTZ (Philco Radio & Television Corp.)

Detroit—5 Channels—Metropolitan

The Evening News Assn. (B2-PCT-100); International Detroit Corp. (B2-PCT-44); The Jam Handy Organization Inc. (B2-PCT-54); King Trendle Broadcasting Corp. (B2-PCT-45); United Detroit Theatres Corp. (B2-PCT-50); WJR, The Goodwill Station (B2-PCT-55).

San Francisco-Oakland—6 Channels—Metropolitan

American Broadcasting Co. Inc. (B5-PCT-158); The Associated Broadcasters Inc. (B5-PCT-46); Don Lee Broadcasting System (B5-PCT-22); Hearst Publications (B5-PCT-162); Hughes Productions, Division of Hughes Tool Co. (B5-PCT-18; Television Productions Inc. (B5-PCT-151); Dorothy S. Thackrey (B5-PCT-164).

Pittsburgh—4 Channels—Metropolitan

Allegheny Broadcasting Corp. (B2-PCT-147); Allen B. DuMont Labs. Inc. (B2-PCT-139); Scripps-Howard Radio Inc. (B2-PCT-122); WCAE Inc. (B2-PCT-143); Westinghouse Radio Stations Inc. (B2-PCT-35).

Cleveland—5 Channels—Metropolitan

Allen B. DuMont Labs. Inc. (B2-PCT-161); National Broadcasting Co. Inc. (B2-PCT-23); Scripps-Howard Radio Inc. (B2-PCT-121); United Broadcasting Co. (B2-PCT-77); The WGAR Broadcasting Co. (B2-PCT-59); WJW Inc. (B2-PCT-146).

Baltimore—3 Channels—Metropolitan

Hearst Radio Inc. (B1-PCT-68); Maryland Broadcasting Co. (B1-PCT-109); The Tower Realty Co. (B1-PCT-39); Jos. M. Zamoiski Co. (B1-PCT-61).

Providence—1 Channel—Metropolitan

The Outlet Co. (B1-PCT-87); The Yankee Network Inc. (B1-PCT-101).

Harrisburg—1 Channel—Metropolitan

WHP Inc. (B2-PCT-154); Keystone Broadcasting Corp. (B2-PCT-135).

Lancaster—1 Channel—Community

Lancaster Television Corp. (B2-PCT-145; WGAL Inc. (B2-PCT-138).

$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF

1000 WATTS

Washington, North Carolina

FORJOE & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

The WHOLE TOWN has its EARS GLUED to this KEYHOLE

Life is quite full of a number of things—most of which concern the people and places you know best. That's why Home Town Gossip packs such a punch as an attention-getter. It's a half hour filled with What's What in Kansas City—plus local news—a little western music—and a lot of fun—*and Kansas Citians like it!*

Home Town Gossip gives your product undivided attention. It has what it takes in Kansas City. It's a participating program presented by KCMO Monday through Friday at 3:30 P.M. Your nearest John E. Pearson office will be glad to quote availabilities.

5000 WATTS

BASIC STATION
AMERICAN Broadcasting Co.

Represented by
JOHN E. PEARSON

KANSAS CITY KCMO

CHICAGO • NEW YORK • KANSAS CITY

PRODUCTION

RAYMOND KATZ, released from the Navy after three years' service and prior to that day-time program supervisor of WHN New York, has been named program director of the station. Mr. Katz takes over added duties temporarily held during the war period by **FRANK ROEHRENBECK,** general manager.

TOM SEVERIN, veteran with service in Italy, France and Germany, has rejoined the announcing staff of WCBM Baltimore.

LAURA LEE, movie commentator of WPEN Philadelphia, has resigned.

HUBERT BUTTON, librarian at CKCW Moncton, N. B., has been named chairman of the Civic Improvement Committee of Moncton Junior Chamber of Commerce which in cooperation with station is sponsoring Civic Improvement Assn.

LAURENCE SCHWAB Jr., assistant director in the production department of Young & Rubicam, has been appointed assistant program director of WIOD Miami, Fla.

RICH HAYES returned to KWK St. Louis last week to resume his organ program after two years' service in the Navy.

W. PENDLETON BROWN, announcer at WTAG Worcester, Mass., Feb. 23 is to marry Edwina L. Sespaniak.

MARSHALL PATTULLO has rejoined the continuity staff of WKBZ Muskegon, Mich., after three years' service in armed forces.

GORDON CROWE, formerly Yank staff writer while in service, has been added to the continuity staff of KALL Salt Lake City. He previously had been with Memphis Press-Scimitar.

FORREST BROKAW, parttime announcer at KGFF Shawnee, Okla., and local high school senior, placed first in radio speaking at five-state forensic tournament held in Oklahoma City. He is 17, has been with station a year and also doubles at transmitter in emergencies as holder of restricted permit.

RALPH EDGAR has rejoined the announcing staff of WGAR Cleveland following three and a half years in AAF. Upon his return **JOHN SAUNDERS** switches to fulltime production duties.

NEIL C. McINTYRE, overseas over four years with OWI, and former announcer and engineer with KSRO Santa Rosa, Cal., has rejoined the station as manager of Petaluma studios when they are opened in the new Hotel Petaluma. He was instrumental in reviving the "Voice of Freedom" with the Philippine's Brig. Gen. Carlos Romulo.

FRED SCHWEIKHER has returned to NBC Washington as a producer after two years in the Infantry. He was captured in the Ruhr River Valley operations in Dec. 1944 and holds the Bronze Star, Purple Heart and four campaign stars. He is now producing "Consumer Time" "String Time" and Tyrell Crum's veteran's program.

Mr. Schweikher

BILLIE KING is now education director and producer at WWDC Washington replacing **GERRY FRAZIER,** resigned. **PAUL MARTIN,** announcer with WBAB Atlantic City before Army service, is now with WWDC.

CARTER REYNOLDS, announcer at KRNT Des Moines, and Betty Howard were married Jan. 25.

LARRY DAVIS has been added to the transcription department of KRNT Des Moines. **TOMMY THOMPSON,** ballad singer, rejoins music staff.

CHARLEY HUNTER, out of Army after two years with tank unit in ETO, has rejoined the staff of WJW Cleveland "Matinee Merry-Go-Round" program, weekday afternoon variety series.

TOM BRENEMAN of "Breakfast in Hollywood" on ABC is profiled in Life Magazine for Feb. 11.

LANNIE HARPER, production assistant on CBS "County Fair," is the subject of a four-page feature in a forthcoming issue of Parade.

JACK LESCOULIE, after three years of Army service, has returned to his former position as announcer at WNEW New York.

SGT. JOHN TILLMAN, CBS New York announcer for five years before the war, currently is serving with AFRS as chief announcer and non-com in charge of operations in San Francisco, handling all broadcasts of news, special events, music and variety programs beamed to the Pacific by shortwave transmitters and also rebroadcast by AFRS local stations throughout the world.

BERNARD HERRMANN, CBS symphonic conductor, has left New York for Hollywood to compose and conduct score for forthcoming Twentieth Century Fox movie version of "Anna and the King of Siam." Mr. Herrmann resumes CBS duties when he returns to New York about mid-April.

JOHN SIZE, formerly of CKOC Hamilton and CFCO Chatham, has joined the production staff of CKGB Timmins, Ont.

ROD DEWAR, formerly of CJKL Kirkland Lake, Ont., and **NEIL TRACY,** formerly of CKGB Timmins, Ont., have joined the announcing staff of CHEX Peterborough, Ont.

WALTER COOK, recently discharged from Royal Canadian Navy, has joined the production staff of CFCH North Bay, Ont.

LEROY SCHNECK has returned to WCED DuBois, Pa., as chief announcer and head of production department following release from armed forces.

JIM WOOD, released from the Army after three and a half years' service, has joined the announcing staff of WOWO Fort Wayne, Ind.

KEITH KIRBY, former chief announcer and assistant program director of KSFO San Francisco, after an absence of seven years has rejoined that station as program director. For 42 months he has been in Army and prior to that for three years was assistant general manager of KROW Oakland, Cal. In radio for more than 18 years, he succeeds **RICHARD M. ODDIE** who resigned from KSFO to return to advertising agency field in San Francisco.

Mr. Kirby

ROBERT BENSON, who rejoined announcing staff of KYW Philadelphia upon returning from the Army, has shifted to WHN New York.

THOMAS SMITH returns to his post as program director of WPEN Philadelphia after nearly six years in the Army. He was released as major.

RAYMOND TAYLOR, discharged from AAF as first lieutenant, has returned to WGN Chicago to work on research and religious programs.

BOB ELKINS, recently discharged after three and a half years' overseas service in the Army, has joined WCMI Ashland, Ky., as announcer-newscaster in Huntington, W. Va., studios.

JANET POPE, 19, senior at Northwestern U. and script writer for "Northwestern Guilding Broadcasts" on WGNB, Chicago Tribune FM station, has been signed to a writing contract by **EDGAR BERGEN.**

GILBERT MORRIS, production manager of WDAS Philadelphia, is father of a girl.

GEORGE THREEINGER, former sports editor and announcer at WSNY Schenectady, N. Y., is new announcer at WBT Charlotte, N. C. While in Marine Corps he announced CBS "Marines in the Making" program originated by WBT.

PAUL PHILIPS, former writer-producer on NBC "Kollege of Musical Knowledge", has joined writing staff of NBC "Chase & Sanborn Show".

CHARLES ANDERSON, released from Army, has rejoined KFI Los Angeles as announcer.

TRULA SWINEHART, formerly with KGA Spokane, Wash., has joined KIDO Boise, Ida., as women's commentator.

BOB SIEVERS, out of Navy after four years service as radar officer, is now announcing WOWO Fort Wayne, Ind., "Good Morning Program."

LARRY BLENHEIM after three years service with AAF has returned to his former position as announcer at WHN New York. He was released as lieutenant.

JOHN HADE, program manager of WJZ New York, has been granted a month's leave of absence to recuperate from illness. **HENRY COX,** an ABC program supervisor, has been appointed acting program manager of WJZ.

NANCY CRAIG, WJZ New York women's commentator and in private life the wife of George Junkin, retired KMOX St. Louis manager, is the mother of a girl, Alice DeForest Junkin.

HUGH PALMER, announcer of CBR Vancouver, is father of a boy.

BILL GORDON, released from the armed forces, has returned to his former position as announcer with WOV New York.

EVERETT NEILL, member of production staff of KDKA Pittsburgh, now in the Army, has been promoted to technician fifth grade at Camp Lee, Va., where he is assistant director of the Officers Recreational Center dance band. He also is announcing and producing shows at WSSV Petersburg, Va.

FRANK BURROW, announcer of WWDC Washington, has returned to the station following release from the Army after two years' service.

MARTIN BLOCK celebrated completion of his 11th year as conductor of "Make Believe Ballroom", recorded music program, on WNEW New York, by announcing winners of his 19th semi-annual popularity poll. **HARRY JAMES** for third consecutive season took first place for bands with **FRANK SINATRA** and **JO STAFFORD** heading male and female vocalist divisions, respectively.

CKSB To Open

CKSB St. Boniface, Man., new 1 kw station on 1250 kc, will be an all-French language station, the first in Canada outside Quebec province, according to Louis Leprohon, managing director and former commercial manager of CKAC Montreal. CKSB will operate on blocked program system and will be on the air 12 to 14 hours daily. Staff will be bilingual. Equipment for CKSB includes Northern Electric transmitter and studio equipment, with Presto playback tables, and a Doherty high-efficiency amplifier. CKSB expects to be on the air about mid-April, is represented in Toronto and Montreal by William Wright.

HARVEY HAS IN STOCK

QUALITY SHALLCROSS MEASURING INSTRUMENTS

Trust HARVEY to supply you with hard-to-get Shallcross Measuring Instruments when you need them. The models described below are on our shelves now. Delivery information concerning Shallcross products not listed herein can be obtained by writing directly to us. Remember, HARVEY carries the lines of many other leading American radio and electronic manufacturers, too. Tell us what you need. We promise efficient, courteous service—prompt deliveries.

SHALLCROSS MODEL 637 KELVIN-WHEATSTONE BRIDGE

An extremely accurate and versatile bridge for the measurement of resistance over a wide range. Range is from 0.001 ohm to 11.1 megohms. Built-in galvanometer. $80.00

SHALLCROSS MODEL 638-2 KELVIN-WHEATSTONE BRIDGE

Combining both Kelvin and Wheatstone networks in a single, portable unit, the Model 638-2 provides a range of resistance from 0.0001 ohm to 11.11 megohm....$120.00

SHALLCROSS DECADE RESISTANCE BOXES

Used extensively as laboratory standards, A.C. and D.C. bridge and ratio arms, voltage dividers, etc.
No. 544—One dial: 1.0 ohm steps; 10 ohms total resistance...$13.50
Model 550—One dial: 1,000,000 ohm steps; 10,000,000 ohms total resistance $45.00

SHALLCROSS MODEL 630 WHEATSTONE BRIDGE

A basic electrical measuring instrument for laboratory and industrial use, providing accurate and direct electrical resistance measurements from 0.1 to 11,100.00 ohms. $60.00

Telephone: LOngacre 3-1800

HARVEY RADIO COMPANY

103 WEST 43rd STREET • NEW YORK 18, N. Y.

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!

65 *DIFFERENT* PROGRAMS DAILY!

WTCN

MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN Broadcasting Co.

FREE & PETERS Natl. Reps.

War End Halted Nazi Wired Radio Coup

Planned Novel Propaganda Device; All Air Reception Banned

By J. FRANK BEATTY

NAZI Germany was installing the most powerful propaganda weapon of all time when the Allied vise closed in last May.

The weapon was a simple one—the wired wireless that promoters have been trying to put over in the U. S. for two decades.

Just turned up by an Army intelligence crew and removed from the classified list is a report that tells how the Nazi dictator government planned to decide what the ears of Germany and the occupied countries should hear.

Going the limit in its effort to provide the only news and entertainment that could enter the home, the Nazi rulers were preparing to eliminate radio reception completely wherever the swastika prevailed.

Thus the government would have absolute control over the transmitted voice, a propaganda weapon it already had learned to use skillfully in subjugating its own people as well as the people of other nations.

All Other Listening Banned

Only illicit listening, with horrible penalties attached, could dilute the official voice that would provide Nazi territory with its communications and entertainment.

The documented details of this fraud that Germany planned to foist on its citizens and subjects are printed in a report received by the Department of Commerce. It is titled "Report on Drahtfunk System (Wired Wireless)."

Facts were gathered in Germany by the Enemy Equipment Intelligence Service No. 9, Signal Section, Headquarters Ninth Army.

Told in the jargon of the intelligence investigator, the document gives the story of what can happen to a country when the government takes over control of communications and broadcasting.

The technical details are not startling. Similar equipment has long been known in this country. It is the ingenious application of this equipment that provides the "it can happen here" lesson.

Intelligence operatives first turned up wired wireless equipment in Alsdorf and Aachen. They found an elaborate wired radio system. Captured records show that it was designed to provide communications and entertainment to the public even when normal transmission facilities were off the air. It was based on small receiving sets connected to the national telephone system.

By this means Germany had a communications system that would work when all radio was silenced during air raids or when radio transmitters had been damaged by bombing or sabotage.

FANCIES of Der Fuehrer knew no bounds, but one of the fanciest was a scheme turned up by American intelligence—silencing of radio and substitution of wired service through telephone lines. Both Germany and occupied countries were coming under the big Nazi ear muff. End of the war prevented dictator from getting complete control over sound transmission.

Curiously the huge project was primarily a commercial enterprise, but it was sponsored by the Nazi government itself. Facilities extended over the greater portion of Germany. Equipment was manufactured by Siemens-Halske, Lorenz, Tekade and AED.

Program origination was mainly from Berlin, though any city on the telephone network could serve as a point of origination. Programs were sent over telephone wires as an audio transmission to key wired radio transmitters called control centrals. Aachen was a control central since it had transmission facilities, though audio input actually was received from Cologne and used to modulate low frequency transmitters on 150, 210 and/or 250 kc.

Programs were amplified and sent to distribution stations, which act as a repeater station would perform in a telephone network. All cities had facilities to furnish "subscribers" with Drahtfunk service, 150 subscribers receiving service from one power amplifier.

Each subscriber had a junction box and filter box to couple receivers to the phone line as well as to eliminate Drahtfunk service from the phone and phone conversations from the receivers. The Drahtfunk had no effect on telephone communications since high and low pass filters were installed in phone exchanges and the subscriber's end of the line.

Facilities were carefully engineered and well planned, the intelligence report discloses, and reception was satisfactory. No strictly military employment was noted by the investigators.

They found, however, that Drahtfunk was to be installed in all Germany and all the occupied countries and eventually eliminate radio as far as the general public was concerned.

Government Would Control

By providing the public with insensitive receivers, the government then would have full control of radio reception, the intelligence report continues.

The full report, a 24-page document No. 1597 with technical drawings of equipment used, is available at the Office of the Publication Board, Department of Commerce, Washington 25, D. C. Photostat copies may be obtained for $2, microfilm for 50 cents. Money order or checks should be sent with order, made out to the Treasurer of the United States.

Another intelligence report covers development of the coaxial cable, telephone and television systems in Germany. Cables were built between several German cities but operation was only partly successful.

Television service apparently was far behind the United States visual facilities. Demonstrations were given of 180-line 25-frame service but few receivers were available and the project was dropped in 1939.

A projected service would have used 441-line 25-frame transmission but it never was really started, according to the report, No. 1297, based on investigations by John A. Parrott, of the Joint Intelligence Agency. It consists of 43 pages, mostly dealing with the coaxial pages. Photostats may be obtained for $3, microfilm for 50 cents.

The Publication Board is making available some three dozen reports covering enemy electronic equipment and research. Types of transceivers, field transmitters and receivers, and vehicle units are described. Lists of reports are made public by the board.

Report No. 1571 ($1 photostat, 50 cents microfilm) gives German, Japanese and Italian tube data. No. 1509 ($1 photostat, 50 cents microfilm) describes a medium-range Japanese radar. No. 990 ($2 photostat, 50 cents microfilm) describes a German 100 w transmitter. No. 451 (10 cents mimeographed) tells of studies of atmospheric noise on various wavelengths by Dr. Bender at Landshut. He used "bucket" oscilloscope and electrolytic recorder in his research.

GROWING! GROWING!

LOS ANGELES LONG BEACH Market

Keeping pace are KGER'S alert programming and public service

★

5000 WATTS—Full Time

KGER

Represented Nationally by JOSEPH HERSHEY McGILLVRA Inc.
New York Chicago San Francisco

1946 will be a good year in the Texarkana market. Thanks to oil, agriculture, live stock, and manufacturing.
—KCMC is the only radio outlet in this vast area.
—For availabilities, write, wire or phone Frank O. Myers, Manager, KCMC, Texarkana, U. S. A.

NATIVES BROADCAST
Marshall Islanders Conduct Own Programs on WXLG

NATIVES of the Marshall Islands have their own radio show on WXLG, Armed Forces station on Kwajalein Atoll.

The experiment, said to be the first in that area, was described by Lt. (jg) Sid Dimond, USNR, in a letter to BROADCASTING:

"Under the auspices of American Civil Affairs officers, an outstanding student in the English language school presides as narrator . . . Each Saturday a group of Marshall Islanders go on the air. They sing their own songs—Christian hymns, songs based on legends and customs, and adopted American airs. Their harmony resembles that of a glorified barber shop quartet . . . The natives are especially fond of hillbilly music, and it is a shock to hear them break out with 'You Are My Sunshine' or 'Beer Barrel Polka.' They sing the words in Marshallese, but the tune is unchanged."

The show, *Music for the Marshalles* is "meeting with unusual success," said Lt. Dimond. "One man, used by our Navy for manual labor, puts it this way: 'The Japanese beat us and made us work hard. The Americans give us nice music and pay us for our hard work. We love Americans.'"

RCA COMMUNICATIONS Inc. has restored direct radiotelegraph service between New York and Warsaw, one of first international circuits to be suspended at start of war.

WINNERS in Kroger Grocery & Baking Co. promotion contest for *Linda's First Love* were guests of Ralph H. Jones Co. in Cincinnati. Plaques were presented WBNS Columbus; WCHS Charleston; WOOD Grand Rapids, whose promotion directors received Gruen watches. In photo (l to r), John Sinclair, WCHS; Lenore Little, WOOD; Jerome R. Reeves, promotion director, and William I. Orr, sales director, WBNS.

Duopoly Rule Upheld Despite Evansville Claim of Benefits

BENEFITS arising from joint economies and flexibility of programming in the operation of two stations in the same city under a single management do not justify an exception to the FCC's multiple ownership rule, the Commission declared last Monday in proposing that Evansville on the Air Inc. dispose of one of its Evansville stations, WGBF or WEOA.

Announcing its proposed findings and conclusions, the Commission extended the WGBF license for six months from Feb. 1 but stipulated that renewal would be denied at the end of that time if the owner has not contracted for the sale of one of the stations and applied for assignment of license "or made other provision to comply with Sec. 3.35 [multiple ownership rule]."

Asked for 'Exception'

The Commission pointed out that the licensee contended "that its situation should be made an exception . . . because of the benefits (such as standard of program quality, number and amount of community and philanthropic gifts, sums expended for radio experimentation and research) made possible by economies of joint operation and flexible programming." The owner also contends, it was explained, that "all profits of the stations except for about 2% per annum on the investment have been left in the business . . . and have been used in improvement of programming and in experimental work." Several Evansville residents testified in behalf of the present system, at the hearing.

But, the FCC concluded, "the applicant has shown no substantial reason why Rules 3.35 should not apply to its multiple ownership situation. It is licensed to use two standard broadcast frequencies in the same city. One station's service contours completely overlap those of the other station, both day and night . . . Under the circumstances of dual operation, it is not unusual for the single owner to effect substantial savings by joint use of studios, facilities, operating staffs, news and transcription services and record libraries. Carried to its ultimate conclusion, applicant's argument would mean that it would be in the public interest to license all stations in a given city, irrespective of their number, to the same group."

The present WGBF-WEOA situation, the Commission asserted, is "indicative of the effects of non-competition so far as community service is concerned. The applicant's program policies are such that there is no competition for listeners at a given time, in view of the fact that programs appealing to the same type of listeners are not broadcast at the same time. Programs being broadcast over one station are at times shifted to the other station in order to take care of network commitments, despite the fact that the program being replaced may be of greater local interest. Local advertisers are charged the same rates despite the fact that one station (WGBF) has a much greater coverage than the other station. Frequency discounts are offered to local advertisers using both stations. . . .

"In order to provide a truly competitive stimulus in Evansville under the present circumstances, an entirely new station would have to be constructed, which, in turn, would suffer competitively in attempting to compete with the two stations under the applicant's control," the FCC declared.

On 1280 kc Band

WGBF operates on 1280 kc with 1 kw night 5 kw day, and has applied for an increase in night-time power to 5 kw. WEOA operates on 1400 kc with 250 w unlimited time. They have separate transmitter houses and transmitter staffs, but use the same studios and business offices. WGBF is affiliated with NBC; WEOA with CBS. "Insofar as possible," programs for regional or rural listeners are placed on WGBF; those of particularly local interest, on WEOA. They have separate network and national rate cards, while rates for local advertisers are the same on both stations.

Evansville on the Air, also licensee of FM station WMLL Evansville, is owned by Curtis Radiocasting Corp., also owner of WBOW Terre Haute. Clarence Leich, one of the principal stockholders of Curtis, is secretary-treasurer of Evansville on the Air and general manager of WGBF and WEOA. Other principal stockholders include Mrs. Leich and Mr. and Mrs. Henry Walker.

We Can Ship New **1KW** *Transmitters* **IMMEDIATELY!**

PRICE COMPLETE ONLY $4,425.00 F.O.B. LOS ANGELES

WIRE AT ONCE FOR FULL INFORMATION

KLUGE ELECTRONICS *Inc.*

1031 NORTH ALVARADO STREET • LOS ANGELES 26, CALIFORNIA

"His blood pressure is high and his advertising schedule on WFDF Flint runs out."

New Dunlap Book Discusses Radar

Director of RCA Advertising Writes in Laymen's Terms

ALREADY author of ten radio books, Orrin E. Dunlap Jr., director of Advertising & Publicity Dept. RCA, is writer of a book on radar, appropriately titled *Radar* (Harper&Bros). First popularly written story of this new phase of electronics, the book will be released Feb. 27.

Mr. Dunlap

History of radar—described as "the art of radio detection and ranging—is presented in language the layman can understand from the early reflected wave experiments of Hertz and Marconi through its use in modern warfare.

Starting in 1940, Mr. Dunlap says, radar reached a production peak of more than $3,000,000,000 in 1945. Its wartime uses are discussed, with progress traced through to the Jan. 10 beaming of a signal to the moon.

Invention of radar was not a one-man achievement, he says, but the result of long years of pioneering and research by American industrial laboratories and radio organizations, whose work in microwaves, electron tubes, radio communication and television form its basis. Their achievements with Federal agencies and the military are described as the greatest cooperative science effort in world's history.

Future of radar as a new industry is discussed. A glossary of terms and a bibliography are offered, along with pictures and sketches.

WINS Cooperation

ENERGETIC cooperation of WINS New York with the New York City committee of the Victory Clothing Collection last week was termed a "bonanza" by the committee. Informed three weeks ago that the clothing drive was lagging, Willard Schroeder, WINS station manager, put his station to work. Since Jan. 23, according to the clothing committee, WINS has "virtually turned over (its) wave length from sun-up to signoff" to boost the clothing drive.

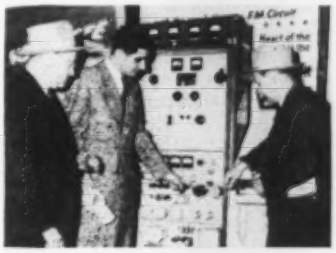
TECHNICAL

REX C. HOUSER has been appointed chief engineer of WTON Staunton, Va. Before service in armed forces he was chief engineer of WFIC Sumter, S. C., and with WIS Columbia, S. C.

CHARLES W. HUNTER has returned to the technical staff of KFXM San Bernardino, Cal., after overseas service with AAF. He entered service in June 1942.

J. D. SCHANTZ has been promoted to assistant manager of the research department of Farnsworth Television & Radio Corp., Fort Wayne, Ind. He joined predecessor firm, Farnsworth Television Inc., Philadelphia, in 1936 to conduct research on circuits and television terminal equipment.

JACK NAZAK has resumed his post as chief engineer of WMFF Plattsburgh, N. Y., after several years in Navy.



RIGHT HERE where new Phasitron tube is located in GE 250 w FM transmitter, says S. J. Pozgay (center), GE transmitter representative, to Homer Courchene (left) and Tom Rowe, WLS and WENR Chicago engineering officials.

IOURY G. MALOFF, RCA Victor engineer who supervised development of reflection optical projection system for video receivers, is to address the Radio Club of America Feb. 15 at Columbia U. His talk will be supplemented by television demonstration, with parts of NBC's regular Friday night program picked up on four receivers, including two of the large-screen projection type.

JERRY KELLY of the engineering division of Northern Broadcasting & Publishing Co., Toronto, has married Mary Kathryn Hill.

JOHN E. DICKERSON, studio engineer at WCKY Cincinnati, is operating an amateur 1,000 w FM transmitter, reportedly the first in Cincinnati area. He also is completing plans for a two-way service to be used during public emergencies. A former patrolman on the Covington, Ky., police force, Mr. Dickerson put into operation the two-way FM radio system for the police department of that Greater Cincinnati community.

HERBERT C. FLORANCE has been appointed chief engineer of WGHF, FM-facsimile station of CAPT. W. G. H. FINCH in New York. One time with NBC and WNYC New York, Mr. Florance has been with the Navy Bureau of Ships, electronics division, counter measures section, in Washington. He was released from service as warrant officer.

WILLIAM DOBSON has returned to WIS Columbia, S. C., as studio control engineer.

RAYMOND NEUMAN, who recently returned to the engineering staff of WQXR New York following discharge from the Navy, and CHARLOTTE CARROLL, secretary in the WQXR publicity department, have announced their engagement.

JOHN LINDSAY, radioman with the Coast Guard and in service since Sept. 1942, is expected to return Feb. 17 to the transmitter staff of WCOP Boston.

MICHAEL FONDA, in addition to being chief studio engineer at WTTM Trenton, N. J., operates his own photo studio in Trenton.

GENERAL INSTRUMENT Corp., Elizabeth, N. J., major producer of component radio parts, is installing a one and a half mile conveyor system. In connection with expansion company also is conducting biggest labor recruitment drive in its 23 year history. Number of workers at Elizabeth plant have increased from about 1,100 on V-J Day to more than 2,600 at present. Employment also is being increased at Chicopee, Mass., plant of F. W. Sickles Co., newly acquired subsidiary.

ED ANDERSON, former engineer with WCED DuBois, Pa., has returned to the station following release from armed forces.

GERALD D. COLEMAN has returned to the technical staff of WISR Butler, Pa., after 20 months in Pacific area with OWI to install broadcast stations in liberated areas.

JEAN BECKWITH, formerly with WINX Washington, has joined WPIK Alexandria, Va., as studio technician.

GLEN HALL, recently discharged from the Army, has joined WWNY Watertown, N. Y. as control and recording engineer.

New Control Console

WESTERN ELECTRIC Co. last week announced a new studio control booth console "styled to conform with the modern trend in broadcast studio design." The company reported the new console provided for inputs from 16 microphones, two transcription reproducers, eight incoming remote lines and six program trunks. By means of eight premixing amplifiers normalled through jacks to mixer volume controls, a ten-channel mixer circuit can accommodate six microphone inputs, two low level transcription turntable inputs and two line inputs individually or simultaneously in any combination to blend one program.

Capitol Records Library To Be Ready by July 1

CAPITOL TRANSCRIPTION SERVICE, division of Capitol Records Inc., Hollywood, headquartered at 1509 N. Vine St., will get under way July 1 with an extensive musical library service available to stations, according to Glenn E. Wallichs, executive vice-president. Firm will offer high fidelity transcriptions adaptable to both FM and AM. Library will start with at least 1500 musical selections.

Lee Gillette, former musical director of WJJD Chicago and program director of WAAF Chicago, has been appointed to handle transcription service programming. Paul Weston is Capitol Records musical director with J. B. Conkin recording supervisor. Walter Davison, formerly in charge of sales for NBC Radio Recording Division, is general sales manager [BROADCASTING, Jan. 21]. Firm is also establishing sales offices in New York and Chicago.

ABS Offers Show

CHILDREN'S show "Tommy Timber Time," featuring Ventriloquist Gordon Kibby, has been offered for sponsorship by ABS.

Announcing

A SELECT LIST OF THE NEWEST IN TRANSCRIBED RADIO SHOWS

DICK & JEANNIE (260—5 min. ET)
Musical romance, memory songs with organ background, dialogue by Margaret Sangster. Women appeal, 16 to 60.

FRANK PARKER SHOW (156—15 min. ET)
Featuring Kay Lorraine, Paul Barron's orchestra, and the inimitable Andre Baruch as mc. General appeal. (10 Western States rep.)

THE HAPPY GANG (26—½ hr. ET)
In its sixth year on CBC Monday through Friday for Colgate-Palmolive-Peet. Now available for American sponsors who want action. Holds top daytime national rating over all leading American shows. General appeal. (10 Western States rep.)

THE GREATEST OF THESE (26—½ hr. ET)
Highly dramatic self-contained stories with all-family appeal. Similar to "Dr. Christian" series. (10 Western States rep.)

MY PRAYER WAS ANSWERED (39—15 min. ET)
Starring Hanley Stafford (Baby Snooks' daddy) and adaptable to almost any business enterprise for its institutional value although in no sense a religious program. All family appeal.

HARRY JACOBS has an outstanding reputation for producing and selling radio shows that result in resoundingly successful advertising campaigns. Audition recordings furnished for 30 days without obligation.

Harry Jacobs Productions

8820 Sunset Boulevard, Hollywood 46, California

SPONSORS

CAMPBELL SOUP Co., Camden, N. J., has bought the 6:45-7 p.m. period, Monday through Saturday, on CBS starting April 1 for a probable news show. Format has not yet been revealed. Company plans to continue present sponsorship of "Request Performance," Sunday, and "Jack Carson Show" Wednesday on CBS. Future plans also include half-hour show built around Mickey Rooney when he is released from Army. Agency is Ward Wheelock Co., Philadelphia.

SERUTAN Co., New York, has appointed Roy S. Durstine Inc., New York, to handle its advertising effective March 1. Company is currently spending approximately $1,750,000 annually for radio. Programs now on the air under its sponsorship include Don Gardiner's newscasts five times weekly on ABC; "A. L. Alexander's Mediation Board," Sunday evening half-hour on Mutual; Victor H. Lindlahr's health talks five times a week on Mutual; Richard Maxwell's "Hymns You Love," five quarter-hours a week also on Mutual, and news shows on WLW Cincinnati and WJR Detroit. Present radio schedule will be maintained for the time being, according to new agency.

HARTFORD BULB Co., Hartford, Mich., new to radio, has started campaign on WLW WJR WWVA WMMN KFEL KDYL KFYR WLS KID WCAU KGHF WLAV WILM KPQ KIT KOAM KLCN WTAQ KXOK WAVE KDAL WDAY KTUL XERB. Sponsor offers unconditional guarantee to purchasers. Agency is Leo Boulette Agency, Three Rivers, Mich.

SPRINGHILL NURSERY Co., Tipp City, O., starts ninth consecutive year in radio. Schedule not yet completed; stations signed to date are: WJR WWVA WJTN WCAU WFHR KFEQ WIBC WMMN KFRU WLS WNAC WHAS WAGE KSTP. Agency is Leo Boulette Agency, Three Rivers, Mich.

KAY JEWELRY Co., San Francisco, has renewed for fifth year on KPO San Francisco six-weekly quarter-hour evening program "Sweetheart Swingtime." Featuring romantic music and verse, program originally had been started only as wartime measure. Agency is Garfield & Guild, San Francisco.

CAP-TIN DEVELOPMENT Corp., New York (zippers), Jan. 31 started sponsorship of "Labor Arbitration" on WMCA New York, Thurs. 9:30-10 p.m. Contract for 52 weeks was placed direct.

SILVERWOODS, Los Angeles (men's clothing stores), out of radio for approximately five years, on Feb. 6 started sponsoring weekly quarter-hour "Men's Magazine of the Air" on KECA Los Angeles. Braven Dyer, sports writer, is featured in sports column with Bill Ewing presenting book review. Contract is for 13 weeks. Evers Whyte Adv., Los Angeles, has account.

DOROTHY PHILLIPS, Los Angeles (Demoiselle—dress designer), new to radio, in a 20-week test on Feb. 10 started using 14 transcribed announcements weekly on KCMJ Palm Springs, Cal. Agency is Robert F. Dennis Inc., Los Angeles.

C. A. WIGGINS, with General Foods Corp. in various advertising positions since 1917, has been named associate advertising manager of the company's Gaines Dog Food Division. He will have direct supervision over all Gaines advertising.

R. H. BENNETT, associate advertising and merchandising manager of General Foods Sales Co., New York, has been appointed a merchandising manager. **MRS. E. B. MEYERS**, previously vice president and merchandising manager of General Foods Sales Co., has been named associate advertising director of the company.

DIAPERWITE, New York (Laundry powder), has appointed Hill Adv., New York, to handle advertising. Firm will continue to use spot announcements.

LT. COL. EDWARD WEITZEN, assistant advertising manager of Bulova Watch Co., New York, has joined the staff of specialists giving courses in advertising, radio and television to returning veterans at City College School of Business in New York.

MRS. KLEINS, Chicago (potato chips, pretzel sticks and pop corn), plans an extended radio campaign in selected markets with increase in supplies. Malcolm Howard Adv., Chicago, handles account.

SHELL OIL Co. of New England has added **WHEB** Portsmouth, N. H., to list of Yankee Network stations carrying Mon.-Wed.-Fri. 6:15-6:25 p.m. "Shell Digest", sports and news series by Nelson Churchill. Agency is J. Walter Thompson Co., New York.

GROCERY STORE PRODUCTS SALES Co., Cream of Rice Division, New Orleans, has launched a premium campaign Feb. 4 over eight stations: WOR New York, WBZ Boston, WBZA Springfield, Mass., WITH Baltimore, KGO San Francisco, KMPC Los Angeles, KOL Seattle and KFPY Spokane, Wash. Premium is "Good Neighbor coin bracelet," available for box top and 25c. Retail value of bracelet, composed of Mexican centavo pieces, is estimated at $1.50. Agency is Duane Jones Co., New York.

MONATRUE for Beauty, New York (Pomatex), March 4 starts participation in Alma Dettinger's "Other People's Business" on WQXR New York Mon.-Wed.-Fri. 11:05-11:30 a.m. Contract for 13 weeks was placed by Moore & Hamm, New York.

WEBER & HEILBRONER, New York (haberdashery chain), Jan. 31 started another news period on WQXR New York four times weekly 8-8:05 p.m. Firm also sponsors Sun. 5:25-5:30 p.m. and Mon.-Sat. 6:25-6:30 p.m. news periods on station. Agency is H. C. Morris & Co., New York.

COLUMBIA RECORDING Corp., Bridgeport, Conn. (Masterwork Records), Feb. 6 started sponsorship of "Symphony Hall" on WQXR New York, Wed. 8:05-9 p.m. Contract for 39 weeks was placed by Benton & Bowles, New York.

CROSSE & BLACKWELL Co., Toronto (food products), has started transcribed announcements five times weekly on a number of Canadian stations. Agency is McKim Adv., Toronto.

FRANK LINK has been named sales promotion and advertising manager of Kaiser-Frazer Corp., Willow Run, Mich. He has been in automotive industry for 21 years.

MAXIM GAME Co., New York (educational card games), is planning a spot campaign in New England area, including New York state, starting late in the spring. Agency is William Sare Co., New York.

GULF OIL Corp., Pittsburgh, through its agency, Young & Rubicam, New York, this week will audition new half-hour audience participation show starring Kenny Delmar (Senator Claghorn on "Fred Allen Show"). Show is packaged by Mildred Fenton. Format provides for comic guest stars. Contestants on broadcast who do not laugh at gags will win prizes.

WELCH GRAPE JUICE Co., New York, plans an extensive advertising campaign through its agency, Buchanan & Co., New York, which will include station breaks in four major food market cities starting March 1 through Aug. 30. Station schedule is not prepared.

MILES A. WALLACH, has joined Whitehall Pharmacal Co., New York as head of the advertising research department.

DU-RITE PRODUCTS Co., Brentwood, Md., maker of synthetic soap powder now under brand name of Softee, has placed advertising account with Courtland D. Ferguson Inc., Washington. Radio plans are included.

MINARD'S LINIMENT Co., Yarmouth, N. S. (proprietary), is planning radio campaign on a number of Canadian stations through McKim Adv., Toronto.

LEVER BROS., Toronto (Lux), has added CKCK Regina, Sask., to "Lux Radio Theatre" network program. Account is handled by J. Walter Thompson Co., Toronto.

RENFREW COUNTY FEDERATION OF AGRICULTURE, Pembroke, Ont., has started daily half-hour noontime farm news program on CHOV Pembroke. Program includes news, music and speaker.

LT. COMDR. JOE SCHULL, former advertising manager of Robin Hood Flour Mills, Montreal, is in charge of Royal Canadian Navy public relations in Great Britain. He has written a play now in production for the English stage and he wrote a number of radio plays for CBC before joining RCN.

BENJAMIN MOORE PAINT Co., Toronto (paints), Feb. 26 starts "Betty Moore Decorating Talks" on CFRB Toronto and CKOC Hamilton, Ont., Tues. 10:15-10:30 a.m. Account placed direct.

HOWE PRODUCTS, Windsor, Ont. (Nature's Remedy), Feb. 1 started daily flash announcements on 22 major market stations throughout Canada. Account placed by Walsh Adv. Co., Toronto.

AMERICAN MARINE PAINT Co., San Francisco (Solvoid cleaning fluid), has started twice-weekly five-minute participation in home economics program on KDON Monterey, Cal. Contract is for 52 weeks. Richard Jorgensen Adv., San Francisco, has account.

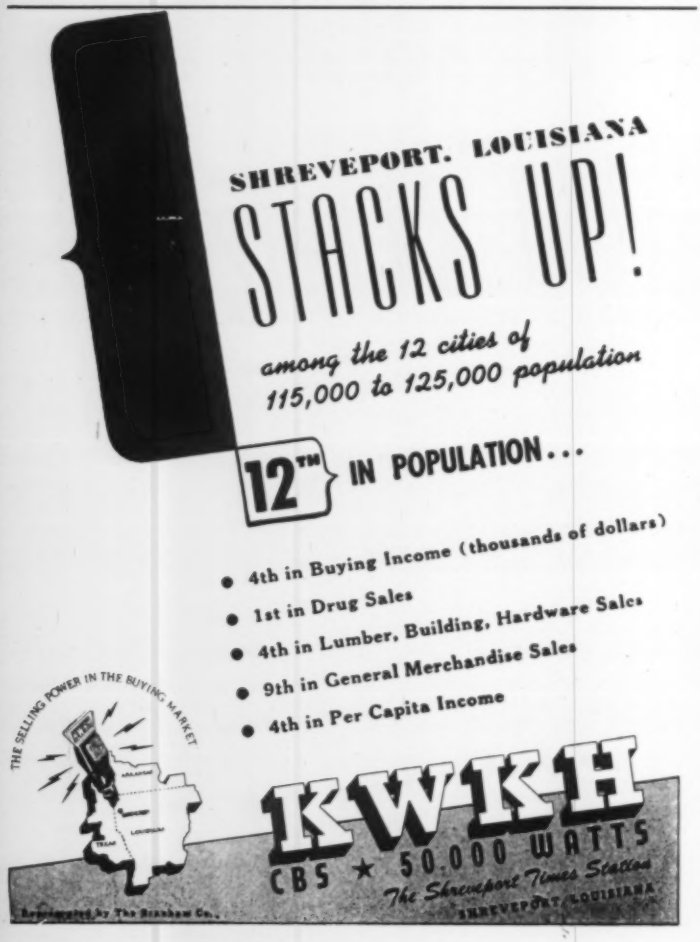
LANGNDORF BAKING Co., San Francisco (bread), adding to heavy Pacific Coast schedule on Feb. 4 started using 10 spot announcements weekly on KDON Monterey, Cal. Pacific Coast Adv., San Francisco, has account.

AMERICAN WINE Co., St. Louis (Cook's Champagne), has appointed Milton Weinberg Adv., Los Angeles, to handle advertising.

SEARS ROEBUCK & Co., Los Angeles, extending its institutional campaign has renewed for 52 weeks its spot schedule on KNX KFI KHJ KECA KFWB. Other stations will be added. Agency is The Mayers Co., Los Angeles.

MUTUAL ORANGE DISTRIBUTORS, Redlands, Cal. (Pure Gold oranges, lemons and desert grapefruit), in early February started using weekly spot announcement schedule on KMPC KPRO KTKC KXO and adds KOY to list Feb. 11. Agency is J. Walter Thompson Co., Los Angeles.

CORONET MAGAZINE, Chicago, has started Gordon Sinclair, Canadian travelling reporter, on a five-minute program Monday through Friday on CFRB Toronto. Magazine also has spot announcements daily on CFRB CHUM CKEY Toronto. Jack Murray Ltd., Toronto, handles account.


SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of
115,000 to 125,000 population
12TH IN POPULATION...
• 4th in Buying Income (thousands of dollars)
• 1st in Drug Sales
• 4th in Lumber, Building, Hardware Sales
• 9th in General Merchandise Sales
• 4th in Per Capita Income
THE SELLING POWER IN THE BUYING MARKET
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

NETWORK ACCOUNTS

New Business

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet products), Feb. 5 started "Singing Sweethearts" on 30 CBC Dominion network stations, Tues. 8:55-9 p.m. Agency: Spitzer & Mills, Toronto.

Renewal Account

GENERAL ELECTRIC Co., Bridgeport, Conn., has renewed for 52 weeks "G-E House Party" on full CBS network, Mon.-Fri., 4-4:25 p.m. Agency: Young & Rubicam, N. Y.

Net Change

BRISTOL-MYERS Co., New York, Feb. 8 shifted "Alan Young Show" on ABC stations from Tues. 8:30-9 p.m. (EST) with West Coast repeat 8:30-9 p.m. (PST) to Fri. 9-9:30 p.m. (EST) with West Coast repeat 9-9:30 p.m. (PST). Agency: Doherty, Clifford & Shenfield, N. Y.

TEXANS turned out in force to greet FCC Commissioner Paul A. Walker and NAB President Justin Miller at NAB 13th District meeting. Front row (l to r), Harold Hough, KGKO-WBAP; Mr. Miller; Mr. Walker; Martin Campbell, WFAA District director. Back row, Hugh A. L. Halff, WOAI; O. L. (Ted) Taylor, KGNC, Taylor-Howe-Snowden; Gene Cagle, KFJZ; Charles Jordan, WRR; Kern Tips, KPRC.

MORE TEXANS at Dallas district session. Front row (l to r), Abe Herman, Fort Worth attorney representing WBAP and KGKO; Frank Smith, KXYZ; Clyde Rembert, KRLD; James Moroney, WFAA, vice president and treasurer of *Dallas News*. Back row, Pat Adelman, KTBC; C. B. Locke, KFDM; Jerry King, Standard Radio; Lt. Barney Lavin, on leave from WDAY Fargo.

NETWORK station relations executives (Sheldon Hickox, NBC, and Ralph Hatcher, CBS) meet Texans at Dallas NAB gathering. Front row (l to r), Mr. Hickox; Lewis Seibert, KGKL; Mr. Hatcher; James Turner, KTBC. Back row, Howard Barrett, KRBC; Clyde Pemberton, KFJZ; R. E. Lee Glasgow, WACO; James F. Curtis, KFRO.

Texas Stations' Membership in NAB Is Described as 'Almost Unanimous'

OPEN-DOOR policy of the NAB 13th District, by which nonmember stations within the district have been invited to all meetings, was dropped at the recent meeting of stations in the area, which covers all Texas [BROADCASTING, Feb. 4].

A resolution passed at the Dallas meeting stated that the policy had been designed to promote a better understanding of NAB by nonmembers but that the purpose has been accomplished "to the extent of almost unanimous membership."

Small market station clinic was headed by Bill Laurie, KNET Palestine, with Bill Bennett, KXYZ Houston, presiding over the sales managers' meeting. Pete Teddlie, WRR Dallas, was in charge of the program managers clinic. Layne Beatty, WBAP Fort Worth, directed the agricultural session.

Harlow Roberts, vice president of Goodkind, Joice & Morgan, Chicago, praised work of Broadcast Measurement Bureau, as did A. H. Caperton, advertising manager of Dr. Pepper Co., Dallas. Hugh Feltis, BMB president, reported on progress of the work.

Registrants at the meeting:

Sheldon Hickox, NBC; Frank Pellegrin, NAB; Howard Barrett, KRBC; Jack Wallace, KBST; Jim Crocker, KRLD; Jim Douglas, General Electric Co.; King H. Roberson, KTRH; Mrs. W. P. Hobby, KPRC; George W. Johnson, KTSA; Dick Cook, INS; Burton Bishop, KTEM; Frank Mayborn, KTEM; R. O. Cannon, new station; W. P. Wright, new station; Jim Turner, KTBC.

Boyd Kelley, KPLT; Justin Anderson, AP; Charlie Jordan, WRR; Archie Taylor, KRGV; George Johnston, SESAC; Ralph Maddox, WFAA/KGKO; Eugene Roth, KONO; A. L. Pierce, KWFT; Joseph Carrigan, KWFT; Lee Clough, KLUF; Martin Campbell, WFAA/KGKO; Justin Miller, NAB; C. E. Arney, Jr. NAB; Hugh Feltis, BMB; Carl Haverlin, Mutual; Ralph Wentworth, BMI; Pierre Weis, Lang-Worth; C. K. Beaver, WOAI.

Hugh Halff, WOAI; Kern Tips, KPRC; Frank Smith, KXYZ; Bill Bennett, KXYZ; Bob Bush, KRIS; Ike Eikner, KRIS; Roy Suber, KVAL; Cecil Beardon, WTAW; Jack Keasler, Taylor-Howe-Snowden, Radio Sales; T. E. Dillhunty, KCMC; Guy C. Hutchinson, consulting engineer; Karl Lambertz, WFAA/KGKO; Ward Dorrell, C. E. Hooper; M. H. Coleman, KNOW.

George Kercher, Edward Petry & Co.; Beauford Jester, KWTX; George Cranston, WBAP/KGKO; Harold Hough, Fort Worth Star-Telegram; Jack Pritchett, WBAP/KGKO; Wilbur Douglas, WFAA/KGKO; R. G. Terrill, KSKY; Frank O. Myers, KCMC; Lewis O. Seibert, KGKL; Myrl Stein, KGKL; Frank Jones, KGKL; W. J. Harpole, KVOP; R. W. Carpenter, MBS; Aubrey Escoe, KAND.

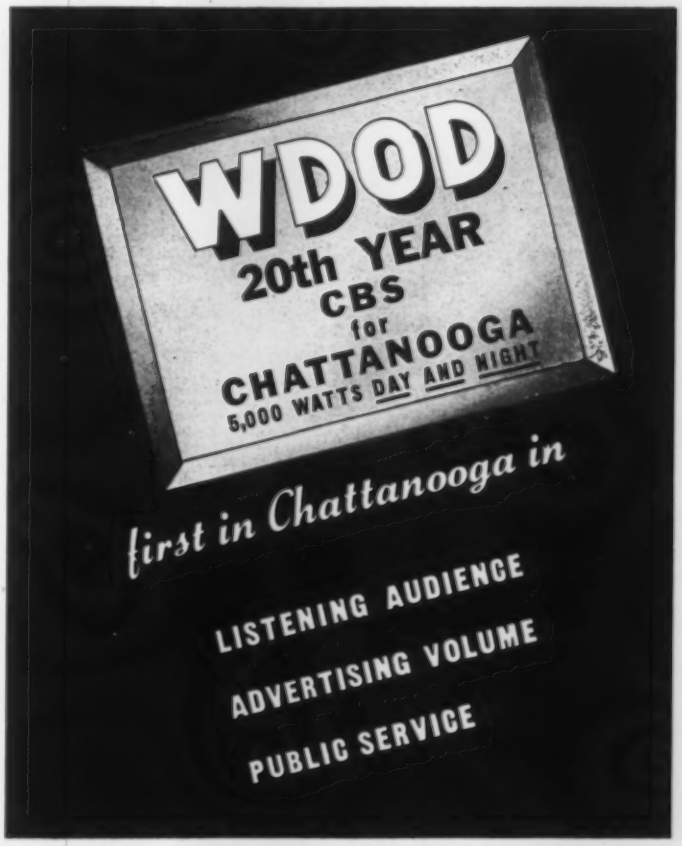
Pat Adelman, KTBC; Russ Lamb, KFJZ; Aubrey Jackson, KGNC; Rex Preist, KTSA; Cecil Trigg, KROD; Jerry Fisher, KVIC; Jim Connolly, ABC; Charlie Woodson, KBWD; R. K. Flynn, KRLD; Wendell Hayes, KBWD; Ralph Hatcher, CBS; Keith Baldwin, WFAA/WBAP; J. H. Hubbard, KXOX; Harlow Roberts, Goodkind, Joice & Morgan; C. B. Locke, KFDM; Clyde Rembert, KRLD, Pete Teddlie, WRR; Forrest Clough, KFJZ; Bill Laurie, KNET; J. M. McDonald, KCRS; Howard Roberson, KFDA.

George Harding, Branham Co.; Tilford Jones, KXYZ; James Curtis, KFRO; J. C. Kellam, KTBC; Lawrence Swars, Noble & Swars; Dale Drake, WRR; Roy Terry, KOCA; Fred Peery, WOAI; Carr P. Collins, Jr., KWBU; Roy George, KRLD; H. T. Wheeler, KPRC; Jack McGrew, KPRC; Tom Whitehead, new station; Harry Leadingham, AP; R. A. Cortez, KCOR; Hardy Harvey, KNOW; L. L. Hendrick, KRRV; Barney Lovin, WDAY; W. E. Wilcox, KRRV; B. V. Hammonds, KRRV.

Wm. A. Roberts, KRLD; Clyde Pemberton, KFJZ; G. E. Zimmerman, KARK; Gerald King, Standard Radio Co.; Carr P. Collins, KWBU; Hilda Packer, KWBU; Dorothy Craig, KWBU; Wade Barnes, NBC; A. L. Chilton, KSKY; Wm. Witty, RCA; O. L. (Ted) Taylor, KGNC; Tom Peterson, Taylor-Howe-Snowden Radio Sales; DeWitt Landis, KFYO.

Clyde Melville, Taylor-Howe-Snowden Radio Sales; Ray Hollingsworth, KGNC; Maury Long, Broadcasting magazine; J. C. Rothwell, KSAM; N. A. Hallenstein, FCC; Lester Spillane, FCC; A. Frank Hamm, Graybar; N. J. Stowell, Graybar; Charles W. Balthrope, KABC; W. P. Jackson, KABC; Dave Russell, KFDM; R. Lee Glasgow, WACO; B. F. Orr, KTRH; Jas. G. Ulmer, KGKB.

KTFI
TWIN FALLS · IDAHO



WJHL JOHNSON CITY, TENN.

Here's Our Hooper

PERIOD	% OF LISTENERS
MORNING	91.3%
AFTERNOON	91.3%
NIGHT	80.4%

Here's Our Market

6 Thriving Cities and a Total Population of over a Million

JOHNSON CITY, TENN. WJHL
1000 Watts-910K.C.
Represented Nationally by Howard Wilson Co.

GROWING
GROWING
GROWING
560 KSFO 560 kc
UNIVERSAL NETWORK'S KEY STATION FOR NORTHERN CALIFORNIA
Mark Hopkins
San Francisco

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

SERVICE
TWENTY YEARS OF FAITHFUL SERVICE TO AMERICAN AGRICULTURE MAKES WIBW THE MOST-LISTENED-TO-STATION IN KANSAS AND ADJOINING STATES.
WIBW The Voice of Kansas in TOPEKA

ALLIED ARTS

Mr. Voeller

Mr. Francis

WILL H. VOELLER, active in radio for 14 years and most recently civilian consultant to AFRS Los Angeles and special assistant to Col. Thomas H. A. Lewis, commandant, has joined Universal Recorders as manager of Hollywood studio facilities and Universal Radio Productions. Recording firm is a division of Universal Broadcasting Co. (KXLA KSFO). **ROBERT REICHENBACH,** who headed recording division, with expansion of transcription firm's activities is devoting more time to network merchandising and sales promotion. He will continue to collaborate with Mr. Voeller in production of live and transcribed programs. **VINCENT A. FRANCIS,** with NBC San Francisco since release from AAF, has been appointed manager of Universal Recorders San Francisco division. Prior to Army service he was with KGO San Francisco, KROW Oakland, Cal., Music Corp. of America and Western Radio Features. Universal Recorders already has started production of syndicated features and sales offices in eastern markets reportedly are to be established.

GENE SHEFRIN and **JACK OLKEIN,** both released from the armed forces, have joined the staff of Fred Stengel, New York, public relations firm.

HAROLD S. BARNES, former vice president and director of Compton Adv., New York, has been named associate sales director of the Bureau of Advertising of American Newspaper Publishers Assn. He will work with advertisers and agencies to help them employ new research being done by the bureau.

NORA STIRLING, former NBC writer and commentator just returned from an extended vacation, and **FRED STORER,** owner of radio rights to the Dorothy Dix column, are packaging a quarter-hour five-weekly show for possible sponsorship. Miss Stirling will write and act as Dorothy Dix on program.

ASSOCIATED Music Publishers, New York, has completed new licensing agreement with WPIK Alexandria, Va. Agreements for additional periods have been extended to KFMB KMPC KWFC KWNO WABI WAIR WBBB WCAE WDRC WFBM WHKK WHO WIP WKAQ WLW WMRN WNOE WOC WSAI WSBT WSOC WTCN WTOL.

ROBERT W. LANG, released from the Army, has joined the sales staff of Charles Michelson Inc., New York, to cover upstate New York and New England territory. In service he managed camp radio system of Camp Lee, Va.

HERB GORDON, former radio agent with William Morris Agency, New York, has joined World Broadcasting System, New York, as executive in charge of production.

JOHN CRAIG, former assistant to **JOHN McNEIL,** WJZ New York manager, has joined Amalfi Personnel, New York employment agency, as an associate director handling advertising personnel.

HOWARD T. HORWICH has been named advertising manager of Shure Bros., Chicago, maker of microphones and accessories.

ROBERT WEISS, publicity director of Capitol Records, Hollywood record manufacturing firm, has resigned that post to join Musicraft Records, Los Angeles, as talent and recording manager.

BILL MARTIN, manager of Music Corp. of America West Coast concert office, has resigned that post to open his own talent service in Beverly Hills, Cal. Prior to joining MCA he was in the Army and associate manager of Southern California Symphony Assn.

HAL TATE, one time Chicago bureau manager of BROADCASTING and recently released from Navy Seabees, has been appointed radio editor of The Hollywood (Cal.) Reporter.

SUPERIOR RECORDING Co., Los Angeles recording firm with proposed national distribution, has been formed jointly by **JACK ROSEN, SAM E. ROSEN** and **JOSEF ZIMANICH.** Jack Rosen will be in charge of construction and supervision of mills, record pressing and plate producing. Sam Rosen is to handle merchandising and distribution. Mr. Zimanich was formerly manager of ARA Records Inc., Beverly Hills, Cal., and prior to that head of music and sound for eastern studios of National Screen Service. He will be in charge of talent, sound recording and advertising for Superior Recording Co.

V. O. MARQUEZ has been appointed public relations manager of Northern Electric Co., Montreal. He was formerly with sales division.

C. P. MacGREGOR Co., Hollywood transcription firm, names Edward M. Kirby as public relations and sales counsel in New York, Washington and London. Expansion plans of MacGregor include opening of production facilities in New York.

FRANK ROSE, onetime with General Electric Supply Corp. of New Jersey as appliance and radio sales manager, has been appointed sales executive in charge of New Jersey for Electronic Corp. of America.

P. G. BYRNES, former research director with Ronald Adv., Montreal, has been named research director of the Montreal office of Elliott-Haynes, Canadian research firm. **LEN HOSSIE,** formerly with the sales division of General Electric of Canada, has been appointed to Elliott-Haynes client service department with headquarters at Toronto. **HOWARD FLETCHER,** formerly field supervisor in western Canada, has been promoted to field supervisor of the organization. He also will headquarter at Toronto.

FREDERIC W. ZIV Co., New York, reports following new accounts for transcribed series "Easy Aces": KTYW WJBO WWL.

J. E. HOGG has been appointed electronics department representative of General Electric Co. in Washington, Oregon and Alaska. He is headquartered in Seattle, transferring from firm's transmitter division in Schenectady where he handled broadcasting equipment sales. **ROBERT C. PADGETT JR.,** after three years in armed forces, has returned to General Electric Co. as Seattle manager of appliance sales division.

TELECOMICS Inc., organized 11 months ago and temporarily headquartered at 1154 N. Western Ave., Hollywood, has started producing quarter-hour comic-strip serial type films for television. Firm also is set up to supply one-minute spot announcements and half-hour adventure shows as well as other types of commercial films. Programs are available in color or black and white for Anamatic 16 mm or 35 mm sound projection. **DICK MOORES,** syndicated comic-strip artist, is president of Telecomics, with **DONALD DEWAR,** Los Angeles attorney, as secretary. **HAROLD HIGGINS,** former Chicago representative of WOR New York, is sales manager.

PAUL BARON, formerly with NBC and since 1940 with auxiliary services branch of Canadian Army, has formed a production company in Canada, Paul Baron Ltd., 108 Bloor St. W., Toronto. Arrangements are being made to produce a program for networks in U. S. and Canada of material appearing in Magazine Digest.

LT. COL. GORDON WRIGHT, for three years executive officer of the Rochester, N. Y., ordnance district and prior to that assistant to the president and sales manager of Aeolian American Corp., East Rochester, has been appointed field sales manager of RCA Victor home instruments department.

T. TOWNSEND MILLER, discharged from the Army, has opened a publicity agency under his own name. Temporary headquarters are in the office of U. S. Television Manufacturing Corp., 106 Seventh Avenue, New York.

NAB WOMEN TO HOLD MEETING IN MARCH

LINNEA NELSON, chief time buyer at J. Walter Thompson Co. New York, and Frank Pellegrin, NAB director of broadcast advertising, will be among conference speakers at the March 15 sessions of the Association of Women Directors of the NAB to be held March 15-17 at the Waldorf-Astoria in New York.

Speakers so far announced at the March 16 luncheon are Walter Lippman, syndicate columnist, and Dorothy Lewis, NAB.

Other features are a home economics session at the Good Housekeeping Institute, conducted by Katherine Fisher, radio director; a fashion show presented by the New York Dress Institute on March 15; a diamond bridal fashion sequence presented by N. W. Ayer & Son at a cocktail party to be held at Park Lane Hotel, followed by a dinner given by the National Needlecraft Bureau and the Pan American Coffee Bureau.

Saturday morning (March 16) opens with a millinery fashion breakfast given by the Millinery Fashion Bureau. J. Walter Thompson Co. will be hosts at a cocktail party that afternoon. Sunday (March 17) will be devoted to workshop and business meetings.

"Guess those WGAC 'spots' sure did the trick... eh Joe?"
WGAC Augusta, Ga.

PROGRAMS

SPONSORED by 21 local merchants "Bank & Business" has been started as daily variety feature on WTTM Trenton, N. J. No individual commercial is used. Promotion theme is restricted to "East Trenton Shopping Center" and plans are being formed as a result to form an East Trenton Chamber of Commerce.

Streamlined Forum

STREAMLINED forum, "Is Congress Doing the Job", is being presented by Ed Hart on WINX Washington in Sun. 12:15-12:30 p.m. period under sponsorship of Catlin's Furniture Co., local firm. Two Capitol Hill figures each week take pro and con stands on public question of the week and whether or not Congress is taking proper action. Transcriptions are available as have been previous series on UNRRA titled "Eyewitness Accounts." Catlin agency is Star Ad Bureau, Washington. Contract is for 13 weeks.

CHUM Audience Shows

DAILY LIVE quiz and other audience participating shows have been started by CHUM Toronto in a large downtown hall. Monday to Friday afternoon quiz show "Hall of Fun" is aired for an hour with women's features predominant. Saturday afternoon "Jazz Matinee" is turned over to high schol group for quiz and similar participating features. Dance records and albums are awarded as prizes. Well-known Canadian band leaders are guests.

Three on WORD

THREE new programs have been started by Jim McMillen on WORD Spartanburg, S. C. Sponsored Monday through Saturday by local florist, "Hello Beautiful" features sentimental poetry and soft music. New Wednesday evening half-hour forum is "Talk of the Town." Program for junior and senior high school students, "The Talent Club" is broadcast Saturday mornings as 25-minute show.

WDAD College Programs

TWO SERIES of educational programs have been started by WDAD Indiana, Pa., in cooperation with State Teachers College. Weekly music program features college symphony orchestra, band, string quartet and other units presenting both music of the masters and original compositions. Second series constitutes dramatizations by radio education class of the school.

Civic Improvement

SUGGESTIONS for civic improvements are sought through new public service series to start Feb. 12 on WOL Washington. Titled "Suggestion Please," program is heard thrice-weekly. Interviews are obtained day before each broadcast by wire recorder at group or club meetings. District of Columbia commissioners pass on suggestions in latter portion of program.

High School News

COLUMBUS, Miss., Key Club, member of Key Club International, organization for high school leaders under sponsorship of the Kiwanis Club, now has its own program on WCBI Columbus. Titled "Key Club Reporter," program is heard in a five-minute period once weekly and features news of local high school.

Spitalny on Tour

PHIL SPITALNY and his all-girl NBC "Hour of Charm" orchestra will make a concert tour during March, starting March 11 in Kansas City and ending March 31 in Cleveland. Sunday "Hour of Charm" broadcast, sponsored by General Electric Co. through BBDO, New York, will originate from cities enroute.

Anti-Inflation

ANTI-INFLATION series, "The Most for Your Money," started Feb. 10 in Sun. 7:45-8 p.m. period on ABS with Leo F. Gentner, OPA regional administrator, acting as government spokesman. Dramatizations of typical rent, price, and rationing control questions are featured.

Musical Talent

CKCW Moncton, N. B., is auditioning area talent for "Stars of Tomorrow" series of weekly quarter-hour programs. Two divisions, both classical, are singing and instrumental. Each group competes for $50 scholarship. Station also is planning revival of annual Moncton Musical Fesfival as another community project.

Comedy on WEAF

NEW COMEDY show, "The Mayor of Radio City," featuring a 260-pound exmaster sergeant, Eddie Newman, in the title role, has started on WEAF New York. Program, aired Mon.-Sat. 9:45-10 a.m., replaces "Around the Town," which moved to Sat. 6:15-6:45 p.m.

Gore Conducts

SERIES titled "Be Your Own Boss" starts Feb. 11, Mon. 9-9:15 p.m. on WNEW New York with Michael Gore, New York advertising executive and author of "101 Ways to Be Your Own Boss," as moderator. Program will present interviews with successful businessmen and in addition Mr. Gore will answer questions sent in by listeners.

Boxing Championships

NATIONAL Amateur Boxing Championships to be staged in Boston April 8-9 will be broadcast by ABS through its affiliate WMEX. First night championship bouts will follow regular Adam Hat fight of the week and following night ABS will broadcast fights 10 p.m.-12 midnight.

WKZO Series

LATEST public service program of WKZO Kalamazoo is "Adventures in Western Michigan," in which Kalamazoo area high school students talk about their town and school. M.c. is Announcer Jack Stelling. Sports interviews are conducted by Len Colby, WKZO sports editor. Series is heard Sat. 4 p.m.

Record Album

TO PROMOTE new "Disc Digest," two-hour Sunday afternoon session of recorded music conducted by Robert Q. Lewis on WHN New York, station has sent radio editors a special album, "3 That Rate," containing top eight records of the week according to retail sales, juke box and air performances.

Variety Half-Hour

USING station location for program title, KECA Hollywood on Feb. 11 starts weekly half-hour comedy-variety series "Sunset & Highland Fling." Featured are Bill Bryan and his rhythm trio, and Ginny Sellers, vocalist. Archie Hall is m.c.

Mutual Symphony

LEADING musicians of Los Angeles area under direction of a different well-known conductor each week are heard on MBS in a 10-week series of Saturday concerts, "Los Angeles Symphonic Band," started Feb. 9 in Sat. 4-4:30 p.m. (EST) period.

Golf Lessons

PROFESSIONALS from each of seven local golf courses will appear on Monday evening edition of KOME Tulsa, Okla., "Bareco Be Square Sportscast" to conduct "Golf Lessons of the Air" feature. Dick Campbell, KOME program director, conducts.

Folk Songs

HIGHLIGHTING America's heritage of folk melodies, "The American Story in Song" started Feb. 4 as new WBBM Chicago Monday through Friday series. Aired 2:15-2:30 p.m. (CST), show features folk singer Bob Atcher, recently returned from Army service.

Radio Nylon Plan

ON ITS DAILY "Did You Know" program on WTAG Worcester, Mass., local Wm. Filene & Co. Dept. Store, is reading names of 50 persons drawn from "pot of gold" in store as winners of pairs of nylon hose.

Request Series

WCKY Cincinnati has started a new series of musical requests, "Music Preferred," with each listener whose request is played getting a free photo sitting by Goldcraft Studios, Cincinnati, sponsor. Series is heard Mon.-Fri. 8:15 a.m. (EST).

World Peace

IN COOPERATION with local branch of Council on World Affairs, WGAR Cleveland is presenting series of six weekly half-hour programs "Weapon of Peace." Programs use geographic theme, are aired Sun. 1 p.m.

City Planning

DRAMATIZING a problem of city planning, traffic and metropolitan matters being considered by the Cincinnati Planning Assn., WCKY is presenting a series, "This Is Your Town." Programs are presented every Sunday morning.

WIND Interviews

WIRE RECORDED backstage or from hotel suite of guest celebrity, new interview program "Celebrity Spotlight" has been started by WIND Chicago five weekly 9:15-9:30 p.m. (CST).

Mayor on WKRC

ANSWERS to letters presenting civic questions are given by Mayor James G. Stewart of Cincinnati on new public service program aired by WKRC Cincinnati, Sun. 1:45-2 p.m. Dick Nesbitt, WKRC sports editor, assists.

High School Talent

FURNISHING opportunity for appearance of two Los Angeles high school instrumentalists each week, half-hour "Musical Playground" has started on ABC Pacific stations.

Judges Selected

CONTEST JUDGES in the search for the "Best Teacher of 1946" conducted by ABC's *Quiz Kids* are three of the nation's top educators. They are: The Rev. Dr. Phillip S. Moore, U. of Notre Dame; Dr. Ralph W. Tyler, U. of Chicago and Dr. Paul Witty, Northwestern U. Contest will present $1,000 in cash, and a one year scholarship with living expenses and tuition to the teacher selected by a student as the nation's best. Child writing the best letter wins $100 and $10 will go to the next best 100 letters. Program originates from ABC's Chicago studios and is sponsored by Miles Labs. (Alka-Seltzer).

THE *Fred A. Palmer* CO.
SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS on MANAGEMENT and OPERATION

17 YEARS OF SUCCESSFUL STATION MANAGEMENT

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

More than 200 servicemen have found jobs to their liking, thanks to a Veterans' Job Clearing program conceived by WTAG. Service like this helps make WTAG, Central New England's Number One Station.
WTAG
WORCESTER

OVER
160,000
Radio Homes
of the
4th Richest State
Now Within
WMOH
0.5 MV/M
HAMILTON, OHIO

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

FOUR TOP MARKETS!
Central Kentucky
WLAP Lexington, Ky.
Amarillo
KFDA Amarillo, Tex.
The Tri-State
WCMI Ashland, Ky. Huntington, W. Va.
Knoxville
WBIR Knoxville, Tenn.
All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
AMERICAN BROADCASTING COMPANY

PROMOTION

QUAKER OATS Co., Chicago, announced new contest on Feb. 8 "Those Websters" show on CBS offering six new Nash Ambassador automobiles and $2,500 in victory bonds and stamps to winners who complete most effectively the sentence: "Quaker Oats (or Mother's Oats) is America's Best Loved cereal because . . ." To build up greatest possible sales for grocers, entry blanks for contest are available only in those stores. Each entry must be accompanied by a Quaker or Mother's Oats trademark. Contest closes midnight April 1. Agency is Ruthrauff & Ryan, Chicago.

Washington Mystery

MYSTERY package was received last week by 500 business executives in Washington, D. C. Only marking was "A record that speaks for itself." Contained in package was phonograph record bearing playing instructions and initials "I.T.C." On record was story by Sportscaster Russ Hodges about a young man who had been fighting in ETO and was now returned to Washington to reestablish his advertising agency, the I. T. Cohen Adv. Firm had been established in Washington for 10 years before owner's war leave of three and a half years.

WLS Flying Farmers

IN CONJUNCTION with The Prairie Farmer, WLS Chicago "National Barn Dance" program on NBC Feb. 2 announced new Flying Farmer's Club, open to rural pilots throughout Illinois, Indiana and neighboring states. Purpose is to develop facilities and improvements in air travel for rural and urban communities. Fourteen flying farmers from Vermillion County, Ind., flew to Chicago to be guests of WLS on program.

Scholarship Contest

WKY Oklahoma City, through its farm department, is conducting a statewide farm youth scholarship contest for accomplishments in farming and livestock raising. Top three prizes are $500 scholarships to Oklahoma A. & M. College. Nine district prizes of $150 each will be awarded in contest which closes Aug. 15. College officials will judge entries.

Second Summer School

SECOND annual radio summer school conducted by McClatchy Broadcasting System, Sacramento, Cal., at KFBK studios, is to start July 15. Three-week sessions also will be held at KMJ Fresno and KWG Stockton. Aimed at helping public school teachers utilize radio more advantageously in classrooms, daily morning sessions will be supplemented by afternoon workshop.

WADC Tournament

FIRST ANNUAL WADC Akron, O., Headpin Tournament for bowlers of northeastern Ohio is scheduled March 2-10 at local bowling center. Grand prize of $1,000 is offered along with daily high score prizes. Tournament is under supervision of Benny Cole, national bowling champion.

City Promotion

IN CONNECTION with "Man on the Street" program every afternoon on WJNO West Palm Beach, Fla., the City Department of Publicity is taking photographs of out-of-towners being interviewed, to be sent to hometown papers.

Doctor's Orders

ADVICE of doctor pictured on promotion blotter of KOOS Coos Bay, Ore., to mother of a sick little boy is "Plenty of sleep, good food and let him listen to KOOS." February calendar is in upper corner of blotter.

Window Promotion

CJOR Vancouver has begun daily promotion of feature programs in a large window of the Hotel Grosvenor, Vancouver. Window display features six shows daily with specially prepared color cards for each show.

Radar Booklet

MULTI-COLORED spiral bound folder has been prepared by Western Electric Co., Radio Division, New York, to tell the story of radar and its peacetime applications. War production figures of firm are presented. Relation to telephone communications progress is explained by folder.

Ad Preview

PREVIEW of advertisement to be used by WMAQ Chicago in 1946 annuals of industry trade publications is presented in folder titled "Here it is . . . in black and white."

Postcards

NOW AVAILABLE in all stores of Palm Beach, Fla., area are picture postcards of WJNO West Palm Beach. Cards are printed in color.

Tobacco Net Folder

FILE-SIZE promotion folder has been prepared by Tobacco Network, North Carolina regional group, presenting market data of area and coverage figures for affiliated stations.

Promotion Personnel

LEON TAYLOR, released from the Army as captain, has been appointed promotion manager of KRNT Des Moines. He entered service in March 1941, served a year and a half in the Infantry and later transferred to AAF becoming PRO at Hondu Field, Tex. He previously had been production manager of KFDM Beaumont, Tex.

Mr. Taylor

RALPH GENTLES, publicity director of KXOK St. Louis, is father of a boy.

ALF PARKES, director of public relations of CKCW Moncton, N. B., has been appointed publicity director of Cancer Relief Society, Moncton Branch.

ROSWELL H. McPHERSON, director of publicity and promotion for WGR and WKBW Buffalo, has been named recipient of 1946 Distinguished Service Award for the Village of Kenmore and Township of Tonawanda, Buffalo suburb. Award was for his civic service and work in Erie County March of Dimes campaign.

GERALDINE B. SHELDON, secretary to **GRANT F. ASHBACKER**, president of WKBZ Muskegon, Mich., has been named station publicity director.

WALTER ZAHART, for six years manager of sales promotion, merchandising and publicity at WOAI San Antonio, Tex., has joined the promotion and publicity department of KGO San Francisco after release from Navy service. He is named assistant to **ROBERT F. LAWS**, promotion and publicity manager.

EARL C. NIGHTINGALE, released from the Marines, has been appointed publicity director of WJNC Jacksonville, N. C. He will also handle sports and announcing assignments.

DORIS CORWITH, assistant to the manager of NBC public service department, Feb. 12 is to be guest speaker at annual dinner of Altoona, Pa., chapter of the American Assn. of University Women. Following morning she will speak at local high school and at noon will address Altoona Kiwanis Club.

PAUL GLYNN, for three years with the Navy and prior to that with WTOP Washington, joins CBS sales promotion and advertising department in New York.

M. J. ALEXANDER, advertising manager of Allen B. DuMont Labs., has been given added duties of director of publicity for company's television broadcasting division, which operates WABD New York. David O. Alber Assoc., New York, formerly handling DuMont publicity, is retained as public relations counsel.

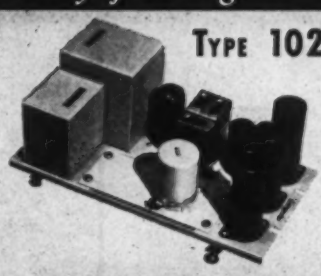
Music Festival on WNYC Features Special Shows

OVER 150 special broadcasts will be aired during the Seventh Annual Musical Festival of WNYC New York beginning Feb. 12 and continuing through Feb. 22. In addition, there will be five broadcasts of public concerts highlighting contemporary American composers, recitalists and younger artists.

Broadcasts during the festival will include a series of Pan American programs with leading Latin American artists now in New York participating, an armed forces victory concert with an all soldier orchestra, city Amateur Symphony Orchestra, National Association of American Composers and Conductors concert, New York City Symphony with Leonard Bernstein conducting, Columbia U. Band, American festival closing concert, etc. The Metropolitan Opera Assn., New York Opera Co., Columbia U. Theater Assn., Collegiate Chorale, and Hall Johnson Choir will also contribute programs in the eleven-day festival period. Seymour Siegel, WNYC program manager, will supervise the series.

Chicago Scout Drive

CHICAGO advertising and radio men were organized this week to solicit funds for the Boy Scout finance campaign, which runs until Feb. 16. Chairman of advertising division is William L. Diener of Leo Burnett Co. Representing agencies are: D. S. Manchester of Foote, Cone & Belding; Lorry Northrup of Erwin, Wasey & Co., Paul Keenan of Dancer-Fitzgerald-Sample and Dale McCutcheon of J. Walter Thompson Co. Advertising publications are represented by Jack Johnson of Advertising Age.

Worthy of an Engineer's Careful Consideration
TYPE 102-A LINE AMPLIFIER

TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.
The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St. 23
SAN FRANCISCO 1050 Howard St. 3
LOS ANGELES 1000 N. Seward St. 38

2-Hour CIO Rally Scheduled for N. Y.

Sympathy Demonstration To Hit Radio, Cable Terminals

THE NATION'S greatest communications center, bruised for months by strikes and strike threats, winced again today as labor sent a short left jab toward an important nerve end—the overseas radio and cable terminals of New York.

Labor's blow was scheduled in the form of a two-hour demonstration by loyal New York members of the CIO between 4 and 6 p.m. today (Feb. 11). Among some 90,000 CIO workers pledged to join a great New York rally in sympathy with the strikers of steel, automobile, electrical and telegraph industries were 2,000 international radio and cable operators, members of the American Communications Assn., and more than 8,000 radio manufacturing workers, members of the United Electrical, Radio & Machine Workers of America.

At BROADCASTING'S deadline, ACA engineers employed at New York independent stations WHOM WNEW WOV WQXR and WLIB had not decided whether to join the two-hour walkout.

The walkout of International Radio and Cable Operators would mean virtual paralysis of communications to Europe, South America and Africa, except by telephone. But the union admitted that supervisory personnel at the communications companies would be able to take care of emergency traffic.

The more than 8,000 UE radio manufacturing workers are employed at some 45 plants in the New York area. These face virtual shut-down during the two-hour demonstration.

DeWitt, Piccard Guests

LT. COL. JOHN H. DeWITT, director of the Army scientific group that established radar contact with the moon, was the guest expert on Feb. 4 "Information Please" (NBC 9:30-10 p.m.). As a space-traveling sidekick to moon-shooter DeWitt, Professor Jean Piccard, balloonist explorer of the stratosphere, also will be guest expert. The two scientists join John Kieran and Frank P. Adams on Socony-Vacuum quiz show.

Journalists Notice Writing Patterned

SPREAD of the movement for simple and direct news writing, following the pattern developed by broadcasters, was noted at the series of one-day meetings held in Columbus, O., by the Council on Radio Journalism, American Assn.

Spread of News on Radio Scripts

of Schools & Depts. of Journalism, and American Assn. of Teachers of Journalism.

With leading instructors in journalism present at the meetings, discussion centered on the theme that news written for the ear is also the best for the eye. A number of educators agreed with practical radio news officials that radio's new style eventually will become the standard for all presentation of news, whether on the air or printed page.

Readability Is Keynote

Pace-setter was recent conclusion reached by Seymour Berkson, general manager of International News Service, that readability is the keynote of successful news writing for both radio and publications [BROADCASTING, Jan. 7]. Mr. Berkson's theme was based on extensive research by INS and the Readability Laboratory of the American Assn. for Adult Education.

At its Columbus meeting Jan. 24 the Council on Radio Journalism appointed four persons to three year terms. They were: William Brooks, NBC director of news and special events; Paul White, CBS director of public affairs and news broadcasts; Fred S. Seibert, director, School of Journalism, U. of Illinois; Kenneth Bartlett, director, Radio Workshop, and professor of journalism, Syracuse U.

The Council voted to stage two half-day work sessions May 4-5 at the Institute for Education by Radio to be held under auspices of Ohio State U. It disposed of preliminary matters involved in incorporation of the Council, a step approved last September by the NAB Radio News Committee as well as educator members of the Council.

Officers elected were: Chairman, Mr. Seibert; vice chairman, Wilbur Schramm, director, School of Journalism, U. of Iowa; secretary-treasurer, Arthur C. Stringer, NAB director of promotion.

Roundtable discussion on "Instruction in Radio" was held at the Jan. 26 meeting of the American Assn. of Teachers of Journalism. Chairman was Paul H. Wagner, Ohio U., Athens, O. Participating were: Everett Holles, CBS Chicago; Frank Schooley, U. of Illinois; Mr. Stringer; Mr. White; Ralph Worden, news director of WGAR Cleveland.

Elected president of the American Assn. of Schools and Depts. of Journalism at its Jan. 25 meeting was Paul Thompson, U. of Texas.

Electron Microscope Report

COMPREHENSIVE report on development and uses of the electron microscope has been compiled by five scientists and engineers of RCA Lab., Princeton, N. J. The report, published in book form by John Wiley & Sons Inc., was written by Dr. V. K. Zworykin, director of electronic research; Dr. G. A. Morton, research associate; Dr. E. G. Ramberg and Dr. James Hillier, research physicists, and A. W. Vance, research engineer.

Thompson Is To Handle Radio for Atomic Test

COMDR. DON THOMPSON, USNR, has returned to active duty with the Navy to take charge of radio coverage of the atomic bomb test scheduled for the Marshall Islands this spring. He will be in charge of facilities and radio correspondents assigned to the experiment. Comdr. Thompson was with NBC before entering the Navy and returned to the network as night program supervisor for NBC West Coast operations last December. At the Navy's request, he is again being granted a leave of absence. While in service, he was in charge of the Navy's radio station on Guam.

Comdr. Thompson

WMCA All-Night Show

WMCA New York is starting Feb. 11 around-the-clock broadcasting, with addition of a daily six-hour series called *All Through the Night*, 1-7 a.m., conducted by John Wright. Series includes entertainment, hourly news, weather reports, time-checks, and guest interviews. Sections of show were said to have been sold to Pabst Blue Ribbon Beer, Straus Stores, Warner Bros., Sachs Furniture Co., and Simoniz Co.

WSAI Move

FULL-HOUR dedicatory broadcast Feb. 3 featuring local talent and with Mark Woods, ABC president, and Marshall Field, head of Field Enterprises, as guests, marked move of WSAI Cincinnati to new studio facilities which include polycylindrical walled studio theatre and four smaller studios.

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

"GATEWAY TO THE RICH TENNESSEE VALLEY"
50,000 WATTS
CBS
WLAC
NASHVILLE
REPRESENTED BY PAUL H. RAYMER CO.

ST. LOUIS SNAPSHOTS

HE GETS ALL THE BREAKS... HE HAS A ROOM AT THE HOTEL
Mayfair

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

NEW NETWORK ADVERTISERS LISTING OUT IN AD PAPER

Printers' Ink Airs Exclusive Study On New Products On Nets Since '39

Survey Shows Over 300 New Products Aired Since 1939

The February 1 issue of Printers' Ink contains a survey prepared exclusively for the publication by Barbour Walker Lyndon, revealing that more than 300 products, not on networks for 10 years prior to 1939, have taken to the airways since that time. Prompted by the reception of a previous study on new products advertised in magazines since Pearl Harbor, the study lists products and companies together with notes as to any radio activity earlier than the ten-year period prior to 1939.

This is a first-rate example of the type of material published for the Radio Industry in the service of advertising. It is typical of the helpful and timely publishing aims of Printers' Ink that make it an outstanding value to its readers and to its advertisers.

Reprints of the study of new network advertisers will be gladly furnished on request.

Printers' Ink

Success in Advertising

205 EAST 42nd STREET, NEW YORK 17, N. Y.

On the Service Front

Advisory Board Set Up In Japan

RADIO Advisory Board with the assistance of the Japanese Communications Ministry has been set up in Japan to bring about a thorough reorganization of Japanese broadcasting. Brig. Gen. Ken Dyke, chief of Allied Headquarters civil information and education system, and former NBC director of sales promotion, made the announcement of the board's formation, and added that it would include leaders from all parties and major professional lines in Japan.

According to the *New York Times*, Gen. Dyke said that the job of the 16 person commission "is to pick a new president and then conduct a survey recommending the restaffing of the broadcast stations, and the re-establishment of a rate schedule, thus permitting Japanese broadcasting to pay salaries and attracting the best performers from other forms of amusement.

"We also expect them to advise us regarding the nature of the programs and their handling. In some ways Japanese radio is far ahead of anything we've got in the U.S. For example the pre-war government set up a separate circuit intended for school use. But in performers they are well behind."

Japanese broadcasting has been supported by fees collected monthly from set users.

* * *

Radar Patents

FORMATION of a joint non-profit government-industry organization to solve the problem of war-born radar patents has been suggested by the War and Navy Departments jointly. In a statement issued by the Army-Navy committee appointed by the secretaries of the two departments, it was pointed out that "any detailed plan adopted must meet the operational needs of both the Government and industry, . . . and instituted only after full publicity and discussion with all parties concerned."

"The situation is complicated," the statement continued, "by the fact that patent applications covering these wartime inventions have been filed not only by private individuals and corporations, but also by Government agencies."

It was recognized that uncertainties in ownership and scope of the patent rights might delay future developments in electronics. There are now bills pending before Congress on various methods to deal with the situation.

* * *

Gen. Bradley on Nets

GEN. OMAR BRADLEY, Veterans Administration chief, has been featured in person on two newscasts since the recent accusations by American Legion Commander, John Stelle. One hour and a half after his news conference Feb. 1, he appeared on the 7 p.m. newscast with Al Leach over ABC. At 7:45 p.m. last Monday, the general was a guest of Richard Harkness, who was replacing H. V. Kaltenborn on NBC.

* * *

Overseas Relief

AFTER less than a month of campaigning for diapers for infants in devastated countries, Margaret Thomas, director of *Radio Bazaar* on WTIC Hartford, has collected 6,746 diapers. The *Bazaar* also contributed 610 blankets and 3,295 items of baby clothing, all shipped overseas. United Council of Churches cooperated with WTIC.

* * *

To Relay AFN Messages

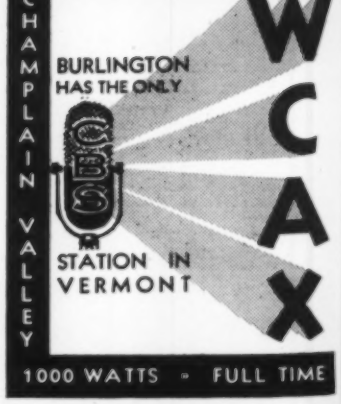
MARIA MANTON, daughter of Marlene Dietrich, frequent guest star on American Forces Network, is returning to the United States upon completion of her USO show, "Front Page." Miss Manton has taken it upon herself to be a personal envoy for members of the AFN to convey messages to their families in the U.S. via phone.

Field Booklets

SYLVANIA ELECTRIC Products has published two new field booklets, "30-Second Radio Announcements" and "Newspaper Ad Mats", to aid dealers in preparing local advertising.

School Days at KSD

KSD ST. LOUIS did a fill-in job for the school "marm" when the recent strike of school custodians and matrons coupled with zero weather to close 107 of the city's 137 schools. Mound City radio stations promptly came to the aid of the school system, with KSD the first to grant use of its facilities to the Board of Education just four hours after the strike started. Superintendent of Schools Philip J. Hickey advised parents over KSD just how to continue the education of the children during the shutdown. KSD also started a series of educational broadcasts for the emergency duration.



Long Island Store Video Test Ends Well, Despite Bad Start

Max Gertz (left), vice president Gertz Department Store, Miriam Tulin, program director, Harold B. Merahan, sales promotion manager.

LAST week, in Jamaica, L. I., a small but aggressive store started bravely in a television race in which it was the only entry. Gertz Department Store showed a week-long intra-store television display with equipment which had been constructed by a hometown boy.

Despite the lack of pressing competition, Gertz limped badly at the start; for the first two days technical Charley-horses kept Gertz's show at no better than a halting walk. By midweek, however, Gertz had hit its stride. Observers agreed at the finish that Gertz had run a game, and probably good, race.

To build the equipment for its show, Gertz engaged William B. Still, television engineer and operator of experimental television station W2XJT Jamaica. Mindful that Gimbel's, Philadelphia, in cooperation with RCA had built a lavish television display for its intra-store experiments three months ago, Gertz told Mr. Still to keep his simple. Gertz's intention was to emphasize programming in its tests, since it was that feature of the Gimbels' experiments which had shown the most weakness.

The equipment built by Mr. Still consisted of a studio containing two cameras, three microphones, a series of ten swivel-mounted banks of six 300 w incandescent lights, one regular 1,000 w movie light and one 1,000 w kleig light. Describing the installation as "of simplified design," Mr. Still said it could be built for no more than $25,000. Six receivers were placed throughout the store, including one in a show window.

As program director, Gertz acquired Miriam Tulin, director of Video Productions Associates, a television production group which had been organized at Mr. Still's W2XJT.

At a special showing for the press Monday night, the images still were cloudy. To find the source of transmission trouble, Mr. Still worked overtime, finally had his system in order by Wednesday.

Public service shows were also featured, including programs for the benefit of the Red Cross and the Boy Scouts; "Mrs. Fixit," showing new uses for outworn household items; and quizes showing how to solve problems in child care.

Survey of customer reactions to Gertz's teleshows was taken during the week. At week's end, the store promised a detailed report.

Sellers

(*Continued from page 10*)

zation ladder to become assistant to the Chicago manager. She built rate cards, made agency presentations, contacted agencies, and handled station relations. In June of 1944 she resigned because she wanted to switch to agency side.

Her first step in June '44 was to buy approximately a million dollars worth of network time and 1½ million of spot time for the Republican committee during the Dewey campaign.

At Lennen & Mitchell, Virginia is responsible for the following accounts: P. Lorillard Co. (Old Golds), Briggs Tobacco, The Andrew Jergens Co. (Woodbury & Jergens), Tide Water Associated Oil Co.

Ginny's hobbies are hunting, swimming and chess.

KFXJ
GRAND JUNCTION, COL.

Announces the Appointment of

HOMER GRIFFITH COMPANY

New York Chicago
Hollywood San Francisco

as

Exclusive National Representatives

Lapels glistening with the honorable discharge button . . . you see them in increasing numbers these days . . . and all radio-minded people are hearing more and more of the nation's newest network . . . Associated Broadcasting System . . .

And it is little wonder that Associated is surging to the forefront in the radio world . . . in its streamlined, major-market structure it offers advertisers the ultimate in low-cost, coast-to-coast broadcasting . . .

On what other national network for the same coverage can you purchase 1,000 listeners for 10.8 cents . . . Answer: There is none.

Associated blankets twenty-three major markets that pack a buying power in food products alone of well over two billion and a half dollars . . .

Associate with Associated and watch your sales soar . . .

ASSOCIATED BROADCASTING SYSTEM
EXECUTIVE OFFICES ★ KEELER BUILDING ★ GRAND RAPIDS, 2, MICHIGAN
NEW YORK
1721 CHANIN BLDG., 122 E. 42ND ST., MURRAY HILL 5-3227
CHICAGO
LONDON GUARANTEE BLDG., 360 N. MICHIGAN AVE., CENTRAL 4309
HOLLYWOOD
6000 SUNSET BOULEVARD, HOLLYWOOD 6204

FCC Sets Aside

(*Continued from page 18*)

tent upon the location of the stations and of the dominant stations on the channels requested.

There are now roughly 30 applications pending for daytime or limited-time operation on some 16 or 18 U. S. 1-A clear channels. A majority of these—about 18—are for daytime assignments only. Operating hours of limited-time stations are based on local sunset of the dominant station on the channel, while daytime stations operate to their own local sunset.

In dismissing the 25 applications involving direct conflicts with existing FCC clear channel rules, the Commission made it clear that the action was taken without prejudice to the right of the applicants to petition for reinstatement of their requests at the conclusion of the clear channel and allocations proceedings.

"In the event the Commission's rules are subsequently modified," the public notice asserted, "suitable notice will be afforded all interested persons and a period will be provided in which to file competing applications." Also, it was pointed out, parties affected by the dismissals "have been or will be afforded opportunity to present evidence for consideration in connection with the clear channel and general allocation hearings," although they will not be permitted to offer evidence on the merits of particular applications in the hearings.

Applications dismissed as contrary to present rules because of requests for unlimited time use of channels available for only I-A stations were those filed by WOI KTBS WHKK KXRO KOWH KPAS WEW KXA KOL KPRO WEMP KYA KOIN KXL WKAT KDYL KGA and the following applicants for new stations: E. L. Kick and Roger B. Payne, doing business as Farwest Broadcasting Co., Bellingham, Wash.; Skagit Valley Broadcasters Inc., Mt. Vernon, Wash.; West Central Broadcasting Co., Tulsa.

WWDC Washington's application for unlimited time with 50 kw on 730 kc, Mexican clear, available only for daytime use in the U. S., was dismissed as inconsistent with both the FCC Rules and the North American Regional Broadcasting Agreement (NARBA).

"Excessive" power application dismissed was that of WOAI San Antonio, which sought 750 kw on its present 1200-kc I-A channel.

Applications dismissed for conflict with existing rules through requests for assignment on 540 kc were those of KMBC Kansas City, seeking 50 kw; WTOL Toledo, asking 5,000 w, and WIBW Topeka. WIBW's application also asked permission to operate on the still unavailable frequency with 500 w [BROADCASTING, Feb 4].

Text of Dismissal

Text of Public Notice 89273, as released Feb. 5 by the FCC, covering dismissal without prejudice of the station applications in conflict with Sections 3.22, 3.25(a), 3.25(d) of the Commission's Rules and applications for frequencies not presently allocated for that service:

On Feb. 1, 1946, the FCC adopted four orders dismissing without prejudice a number of applications which involved direct conflicts with Commission Rules. The orders, however, provide procedures for reinstatement of the dismissed applications at the conclusion of general legislative proceedings now pending before the Commission. In the event the Commission's rules are subsequently modified, suitable notice will be afforded all interested persons and a period will be provided in which to file competing applications. In the interest of orderly administration it is desired to emphasize that pending applications inconsistent with the Commission's Rules do not afford parties any equities or priorities on the frequency.

The applications thus dismissed are divided into four categories: (1) Those involving conflict with Section 3.25(a) in that they request duplicate nighttime operation on channels reserved for the exclusive nighttime use of one station only; (2) Applications involving conflict with Section 3.25(d) since nighttime operation is requested on a channel available for daytime operation only, in the United States; (3) Applications involving conflict with Section 3.22 which propose operation with a power in excess of 50 kw, the maximum permitted by Commission Rules; and (4) Applications requesting the use of frequencies for standard broadcast stations which are not presently included in the frequencies allocated for that service.

All interested parties affected by these orders have been or will be afforded opportunity to present evidence for consideration in connection with the Clear Channel and General Allocation Hearings. However, parties will not be permitted to offer evidence in those hearings on the merits of particular applications.

With respect to applications proposing operation in accordance with present rules on the frequencies listed under Section 3.25(a) (i. e., those requesting limited time or daytime only assignments), the Commission has been concerned with the possibility that a grant of a large number of such applications would further complicate the problems that are involved in the Clear Channel Hearing. Further study of this matter has resulted in the conclusion that in many instances placing additional daytime only stations on the U. S. I-A channels may not unduly complicate the problems, and accordingly all such applications will be considered individually on their merits. When no conflict with a resolution of the general problems that are at issue in the Clear Channel hearing can be foreseen, additional daytime assignments on U. S. I-A channels may be made before conclusion of the hearing. It is, however, possible to foresee that severe complications may arise by authorizing the operation of additional limited time stations, and such applications will be given careful consideration with a view to determining the possible complications, and in the event they can be foreseen, the applications may be conditionally granted for daytime operation only.

Peterson Joins NAB

IVAR H. PETERSON, assistant general counsel of the National Labor Relations Board in charge of Review Section, last week joined the NAB Employe-Employer Relations Dept. as assistant director. He joined Milton J. Kibler, also assistant director, who has been assembling information on employe relations and contracts.

NBC Video Capital To Be Hollywood

HOLLYWOOD will be the television-motion picture capital insofar as NBC is concerned, according to John F. Royal, New York vice president of the network, in charge of television.

Mr. Royal

Currently on the West Coast for three weeks to establish liaison with motion picture industry with view to production of television films for network, Mr. Royal stated that NBC plans to concentrate production in Hollywood with lesser portion of video filming allotted to eastern studios.

"Picture-making is not our business. We'll order films made and buy the Hollywood product if it suits our needs and the price is right," he said. "Hollywood has nothing to fear from video. If anything, it will be a boon and more firmly establish it as the world's production center for all forms of transmitted entertainment."

Implying that radio and television have little in common, he said that film and stage directors will make the most competent video directors, with radio producers a not-so-close third.

O. B. Hanson, NBC vice president in charge of engineering who is accompanying Mr. Royal, said that if network's Hollywood television application is accepted, approximately $750,000 will be allotted for the project.

Siegel Coordinates

NEW YORK radio stations last week extended themselves to carry swift word of latest developments in the city's fuel and coal famine arising out of the tugboat strike. Seymour Siegel, program manager of WNYC, city-owned station, acted as Mayor William J. O'Dwyer's coordinating agent to enlist local stations' aid in disseminating the Mayor's numerous proclamations which severely rationed coal and fuel, reduced the city's famed bright lights to a dim glow, and shut the heat off in many a building.

According to HOYLE *and* HOOPER *too!*

The "Cleveland Clambake" gets the biggest hand . . . More listeners than any other daytime local musical in Cleveland!

WJW's "Cleveland Clambake," on the air 1:30 p.m. to 2:00 p.m., Monday thru Friday, is credited with 18,644 sets tuned in for the first quarter-hour, and 26,228 sets tuned in for the second quarter-hour—an average of 22,436 sets tuned in for each quarter-hour. This is a greater average tune-in per quarter-hour than that of any other daytime local musical show in Cleveland.

The Clambake 2nd quarter-hour, open for sponsorship, delivers 30% to 360% greater audience in Cleveland than any other show heard in the same time period. (Competition in this period includes two popular network serials, a network musical, a network commentator, and a network human relations program.)

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

COME AND GET IT says MR. REDDY CASH

"Treasure Chest" awaits your message in the heart of the world's largest oil field. — KFRO influences buying habits of 500,000 people.

• American • Mutual

KFRO LONGVIEW, TEX VOICE OF EAST TEXAS

House Action Good Omen for Lea Bill

Supporters Encouraged By Case Measure's Approval

DECISIVE action by the House last Thursday in passing the Case bill (HR-5262) to clip the wings of high-flying labor leaders portends favorable action on the Lea bill (HR-5117), custom-designed to shear the feathers off James C. Petrillo and the American Federation of Musicians.

Already blessed with a high-priority resolution voted out of the House Rules Committee [BROADCASTING, Feb. 4], the Lea bill is likely to come before the House itself in a week or 10 days, according to best information available around the Capitol.

At weekend only a half-dozen bills enjoyed precedence over the measure introduced by Chairman Clarence Lea of the House Interstate Commerce Committee and approved by the committee. Had not the Rules Committee granted priority status, the Lea bill might have nestled in a pigeonhole for six months or more.

Interest in the nationwide music situation centered last week around these two legislative measures. Mr. Petrillo has not yet notified the NAB of the membership of the committee he will name to decide with a similar broadcasting committee on national policy to be followed in forthcoming music negotiations.

Though prompt appointment of the committee had been promised by the AFM head after his Jan. 18 meeting with NAB President Justin Miller [BROADCASTING, Jan. 21], no word had been received by the NAB at the weekend. AFM quarters had indicated the committee had been appointed but that approval of Joseph A. Padway, AFM counsel who has been attending AFL executive council sessions, was awaited.

AFRA last week entered the Lea bill scene by sending to every member of the House of Representatives a letter of protest on behalf of its 20,000 members. The letter states that if passed the bill "will impair our present and future lawful rights of collective bargaining and free negotiations for the terms of employment in radio broadcasting which are our inalienable rights as American citizens. In our opinion, this constitutes anti-union legislation and will adversely affect the economic welfare of this class of employes in radio, who constitute a very important factor in the industry."

Emily Holt, national executive secretary of AFRA, said the union will endeavor to have the measure returned to committee and public hearings held, so the union may have the opportunity to show "the harm its passage would inflict on radio performers."

Terming it an "outrageous thing," she said that in attempting to curb Mr. Petrillo and the AFM, the House committee had apparently not realized the effects of the measure on other individuals and organizations.

Mrs. Holt said the bill, if passed, would nullify all of the recording and transcription clauses in AFRA's contracts and would impose jail sentences and fines on union officials if they tried to enforce these contractual provisions on employers of AFRA members. She added that it would break down the AFRA shop provisions and in general void agreements in existence over seven years.

The Case bill, which passed the House by a 258-155 vote, offers stringent strike-control provisions. In the Senate it is expected to face the stiffest opposition the friends of labor can muster.

Its provisions affect all labor whereas the Lea bill amends the Communications Act and primarily affects the AFM.

Though the Case bill was amended in some respects, it was not weakened, according to Rep. Francis Case (R-S. D.). It would create a Federal mediation board having power to forbid strikes or lockouts for 30 days while trying to solve them; permit civil suits against labor or management in broken contracts; allow use of injunctions to enforce the cooling-off period, prevent violence and provide for movement of perishables; forbid violence by either side in picketing, with violators subject to injunctions and loss of bargaining power; forbid boycotts; deny employe rank to supervisory workers unless they do manual labor.

HOLE TO DIRECT CBS VIDEO PLANS

LEONARD HOLE, manager of CBS television operations before joining the Navy in 1942, has been appointed director of CBS television plans division, a newly created post.

In announcing the appointment, Lawrence W. Lowman, vice president in charge of television, stated that Mr. Hole will devote most of his time to the future development and demonstration of the network's full color television in the ultra-high frequencies. He will also be responsible for planning and developing future video stations of CBS and its ultimate video network operations. Mr. Hole will continue his present work on general CBS television policies for program material and advertising copy, and will also serve as video editor in liaison with the network's editing and copyright department.

Mr. Hole

Moving to CBS 11 years ago from Benton & Bowles, Mr. Hole in 1935 was appointed director of the CBS program service department. In 1939 he was put in charge of television operations. In the Navy he worked on the guided missile program, flying combat missions using aircraft and bombs remotely controlled by radio. On his return from Europe last June, he was assigned to the Office of Research and Information in Washington. He was released from active duty last fall, returning to CBS as staff editor and television liaison executive in the editing and copyright department.

Lortie Is Agency Executive

EDWARD J. LORTIE, former advertising and sales promotion manager of Westinghouse Lighting Division, Pittsburgh, has joined Behel & Waldie & Briggs, Chicago, in an executive capacity.

Now It's the Sun

JEALOUS of the attention radio has brought to the moon, the sun is now acting up. Sun spots disrupting international communications appeared Feb. 3, and the disturbances are scheduled to continue at least through this week. Mackay Radio & Telegraph Co. and RCA Communications reported broken service between Europe for several hours at a time. So far the long lines division of AT&T has not been affected.

British Tele Set

CONVICTION is growing in England that British television should re-start operating with the latest equipment—the new type receiver which transmits both sound and sight on a single beam. Sound impulses are flashed in the rapidly repeated fraction of a second when the scanning arm sweeps back to pick up a new "line" of visual matter. Trend toward use of the equipment is one result of recent secret conferences between the official government Television Advisory Committee and a television manufacturers trade organization. Pye Television Corp., Cambridge, demonstrated the new type set before television engineers in London Jan. 30.

CHSJ

SAINT JOHN, NEW BRUNSWICK

takes pleasure in announcing the appointment to its staff of...

George A. Cromwell
STATION MANAGER

Cleve G. Stillwell
PROGRAM DIRECTOR

Upon the completion of its new 5000 Watt Transmitter CHSJ will be able to provide even far greater service than ever before.

Represented by Adam J. Young Jr.

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

NARBA

(*Continued from page 17*)

listing facilities which might properly be worked out."

Tribute to Jett

Mr. deWolf paid tribute to Chairman Jett as a "truly great figure in radio and telecommunications."

Sr. Maristany, in the response on behalf of all delegates, pointed to the spirit of friendliness that has existed in the North American nations. While those meeting in 1946 may not be the same persons who in 1937 drafted the first NARBA, "what is and shall always be the same in 1946 as well as in 1937," he said, "is the fine spirit of mutual respect, of mutual understanding, of the mutual desire to be fair and just amongst ourselves which presided over the Havana Conference and which we know will preside over the Washington Conference."

He expressed confidence that when the Conference is over the delegates would return to their respective countries "happy, our duty fulfilled, for once again the American problems shall be solved by the American methods of international cooperation, without which there can be no permanent and fair solutions to human problems."

Commissioner Jett was nominated by Dr. Machado to be permanent chairman. His nomination was seconded by Mr. Soward and Sr. Camacho moved to close the nominations. In his acceptance speech Mr. Jett declared: "We are now entering a period of momentous and worldwide change. It is a challenging period, but I know from experience . . . that we can and will meet this challenge by adopting a mutually satisfactory agreement that will best serve the interests of the people in all the countries participating in this Conference."

CANADIAN DELEGATION MEMBERS showed keen interest in discussion of agenda at opening plenary session of NARBA Engineering Conference in Washington. They are, l to r: W. G. Richardson, transmission and development engineer, Canadian Broadcasting Corp.; Wilbert Smith, assistant radio engineer, Canadian Dept. of Transport; K. A. MacKinnon, All Canada Radio Facilities Ltd.; F. H. Soward, special assistant, Undersecretary of State for External Affairs, chairman, Canadian delegation; Donald Manson, assistant general manager, CBC; Dr. Augustin Frigon, general manager, CBC; W. F. Galgay, general manager, Newfoundland Broadcasting Corp.; H. J. Clarke, assistant secretary, Posts & Telegraphs, chairman of Newfoundland delegation. Lower left, Helen G. Kelly, Telecommunications, U. S. State Dept.

Outlines Principles

He outlined the broad principles of NARBA, said the overall improvement in broadcast service resulting from the treaty is "well known to listeners everywhere." Because of materials scarcity during the war it has not been possible to take full advantage of the opportunities afforded by the treaty, he said.

With conditions changed and equipment once more available, Chairman Jett declared "we should not change the engineering standards, or other provisions of the treaty, until we have had sufficient time to carefully consider the effect of such changes." He urged the Conference to devote most of its time to problems of various nations "with a view to reaching an agreement only on those matters which are of vital importance at this particular time."

Cuba's proposal to change the conference name from "Engineering" to "Conference on the North American Regional Broadcasting Agreement" was approved late Friday by the Juridical Committee. Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., and vice chairman of the U. S. delegation, said the conference had been designated "engineering" and Commissioner Jett recalled that invitations specified it was to be an engineering meeting.

Throughout the sessions, until Thursday afternoon, Cuba insisted that the conference be a treaty-making session, but at the juridical subcommittee meeting Dr. Machado said the Cuban delegates were prepared to negotiate a new treaty or to agree to an interim proposal.

Compromise Seen

A proposal by Cuba to eliminate a provision of NARBA that no country shall assign a Class II station for night operation on a channel cleared for a I-A station, unless the Class II station be at least 650 miles from the nearest border of the country in which the Class I-A station is located, was referred to a technical subcommittee. Although no action had been taken as BROADCASTING went to press, general feeling was that the 650-mile limitation need not necessarily apply in all cases and it appeared likely that the delegates would work out some compromise.

OFFICIAL WELCOME to delegates was extended by Francis Colt deWolf, Telecommunications Division, State Dept.

Mexico's proposal that problems existing between signatory countries be solved by bilateral agreements also was referred to a subcommittee.

Cuba pressed hard in the Technical Committee to erase the 650-mile limitation. Sr. Maristany, after posing several questions regarding U. S. and Canadian clear channels used by other countries, said answers of the U. S., Mexico and Canada to questions propounded indicated that through arrangements between those countries the 650-mile limitation was not strictly applied. He asked that Cuba be given the same opportunity and declared the 650-mile limit should not apply to Cuba.

Mr. Jett asked that Cuba be more specific in the channels to which it had reference in connection with the 650-mile limitation. He pointed out Cuba, the Dominican Republic and Haiti are permitted to operate Class II stations on regional channels with power up to 50 kw and

(*Continued on page 74*)

HOPE TO HATCH ANYTHING FROM EGGS (Ky.)?

You may be able to fry, scramble or soft-boil Eggs (Ky.), but if you think you could cook up any sales omelets there — the yokes on you! In Kentucky, the hen that lays the golden eggs is the Louisville Trading Area—where WAVE is settin' on more industry and more income than you'll find in the rest of the State, *combined!* The Louisville Trading Area is what most advertisers are crowing over! Want us to scratch up some business for you?

LOUISVILLE'S WAVE

5000 WATTS . . 970 K.C. N.B.C.

FREE & PETERS, INC.

National Representatives

FOR THOROUGH COVERAGE and Best RESULTS

RADIO STATION KID 5000 WATTS Mutual Affiliate

IDAHO'S MOST POWERFUL STATION

IDAHO FALLS

JOSEPH HERSHEY McGILLVRA, Inc.

National Representatives

BUSY MAN at NARBA Engineering Conference was Harvey Otterman, assistant chief, State Dept. Telecommunications Division, and vice chairman of U. S. delegation. He presided when Commissioner E. K. Jett was nominated permanent chairman.

'NAVAR' IS NEW AIR POLICEMAN

NAVAR, a new air traffic and navigation control system developed by the Federal Telephone & Radio Corp., was proposed to the Army Air Forces Thursday at a meeting in Washington. Coupled with this presentation by Henri Busignies, director of the laboratories of FTRC, was "navaglobe," a proposed world-wide network of long-range aircraft radio beacons.

As explained, "navar" includes three ground scopes capable of disclosing the location of every plane aloft within 80 miles of the airport. The navar-equipped plane will show its pilot all other aircraft near his location.

Navaglobe would consist of 58 radio beacons to cover the earth. Operating on a total band width of less than 10 kilocycles, this technique would provide extremely high power beacons.

Cancel Commentators

WQXR New York is dropping all news commentators, both sustaining and commercial, effective April 5, Elliott M. Sanger, executive vice president, announced last week. After that date, he said, WQXR will handle controversial issues through forum discussions in which conflicting points of view will be aired, with news being covered each hour on the hour as in the past. The move is in line with policy of the New York *Times*, owner of WQXR, not to use syndicated columnists in the paper.

State Dept. Expansion

APPROXIMATELY a third of the additional budget requested by President Truman for the State Dept. last week is to go for an informational program abroad, with funds amounting to about $10,000,000. The request asked for "An information program designed to disseminate abroad through . . . radio, . . . and other media, information about the United States, its people and its policies."

Sidelights at NARBA Conference

MOST colorful figure at the conference is Dr. Luis Machado, international lawyer, Cuban State Department, and vice chairman of the delegation. He submitted Cuba's controversial proposals, reading them in Spanish and then supplying his own English translation, Oxfordian style.

Dr. Machado, after expatiating at opening plenary conference on Cuba's proposals to break down clear channels and to give his country additional assignments, returned with his delegation to his hotel. In his mail box he found an anonymous epistle headed, "A Cuban Suggestion for NARBA." Pasted on the page was a newspaper ad of one of Washington's leading undertakers, displaying an open-couch casket at $398, which was exploited as "An Outstanding Funeral Value."

* * *

AT THE opening plenary session, United Kingdom had the biggest official delegation and observers—totaling some 15. Lined up were representatives of Canadian Dept. of Marine and of Canadian Broadcasting Corp. They were flanked by representatives from the Bahamas, plus an observer from BBC. (See registration list on page 74.)

* * *

COMMISSIONER E. K. Jett, chairman of U. S. delegation, just managed to squeak through as chairman of the conference by a unanimous vote, with no opposition. Nominations began and ended with the name Jett.

* * *

IT WAS Cuba against the field from the start. When Cuba proposed that the conference be a full-dress NARBA treaty session, Chairman Jett pointed out that credentials of the U. S. delegation called for an engineering rather than a treaty conference. Cuba's spokesmen pointed out they were appointed by Cuba's president to attend a treaty conference and that it might be easier for the U. S. delegation to have credentials changed on the spot in Washington than for Cubans to travel all the way to Havana.

* * *

STATE DEPT.'s "Good Neighbor" policy was thrown for a loss at Tuesday morning's technical committee session. Housed at Pan American Union auditorium, only one available, delegates were irritated by: A battery of typewriters clacking away in rear of the room; clerks opening and shutting file cases about 10 feet from conference table; Pan American employes striding in and out, and the raucous cry of a macaw in nearby Pan American tropical garden. Afternoon session was more quiet—only the macaw's cry and an occasional telephone ring disturbing the meeting.

* * *

FLANKING Rosel H. Hyde, FCC general counsel and legal adviser to American delegation, was Mrs. Fanney Neyman Litvin, FCC Law Dept. broadcast division attorney, who was especially assigned for the conference. A veteran senior staff attorney, Mrs. Litvin recently returned to FCC from a lengthy recuperation following an operation.

* * *

SOCIAL cycle at NARBA sessions wasn't ignored, in keeping with international conference tradition. Monday evening, Feb. 4, at the first day's session, delegates, advisers and representatives were guests at a reception given by the U. S. delegation at the Carlton Hotel. On Feb. 5 Chairman Jett, of U. S. delegation, was host at a luncheon at the Blair Lee House, opposite White House. Other festivities scheduled: Tour of Washington and Mt. Vernon Feb. 10; reception Feb. 11, Statler Hotel, by NAB; dinner Feb. 14, Mayflower Hotel, by U. S. delegation to all members of the official delegations.

* * *

IT'S "Dr." Otterman now. At Thursday's session of a juridical subcommittee on whether to recommend a new treaty to replace NARBA or an interim agreement, Dr. Luis Machado of Cuba suggested that "Dr. Soward of Canada. Dr. Camacho of Mexico, Dr. Otterman of the United States" and himself comprise a four-man committee to draft a resolution. "I'm the only one of the four not a doctor," said Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept. "Then I confer upon you, sir, the title of doctor," replied Dr. Machado.

* * *

TOURISTS visiting the Pan American Union building halted outside the NARBA conference. Said the guide: "And in here an international conference is going on. They are making the North American treaty."

* * *

HARDEST WORKING threesome at NARBA Engineering Conference are interpreters from State Department. Extra kudos to Tomas B. Medina, chief, Special Section, Central Translation Division, who during technical meetings ably translated at sight lengthy documents. It's his first radio session, and while technical terms used were not familiar to him, he drew many a nod of approval from Dr. Luis Machado, for his able translations of English talks into Spanish. Guillermo A. Suro, interpreter, handled opening day's plenary session. Assisting Sr. Medina is Johnston V. McCall.

* * *

CUBAN delegates are versatile folk. Sr. Nicolas G. Mendoza, Director of Radio, Ministry of Communications, Cuban Government, did his own translations in perfect American English with the ease of a midwestern American.

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS WSPA SPARTANBURG, SOUTH CAROLINA Home of Camp Croft 5000 watts Day, 1000 watts Night 950 kilocycles, Rep. by Hollingbery

An All-Time Favorite

MALAGUENA

by Ernesto Lecuona

Published by

EDWARD B. MARKS MUSIC CORP.

* * *

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.

580 Fifth Ave., New York 19, N.Y.

audiodisc

Fine transcriptions are recorded on Audiodiscs

AUDIO DEVICES, INC., N. Y. C.

IN TOUCH WITH TOMORROW

....IN TUNE WITH TODAY

KGW

PORTLAND ■ OREGON

REPRESENTED BY EDWARD PETRY & CO.

WWSW

PITTSBURGH'S FIRST station in public service features.

★

PITTSBURGH'S FIRST station in complete sports coverage.

★

PITTSBURGH'S FIRST station in total sponsored time.

★

PITTSBURGH'S ONLY station offering 24-hour service.

WWSW, INC.
PITTSBURGH, PA.

Represented by
Forjoe and Company

Hon. Pillsbury Mills, Inc.
Minneapolis, Minn.

Gentlemen:

My goodness sakes alive!! I just heard that a lady right here in Charleston won the "Pillsbury Sno-Sheen Discovery Contest" sponsored by you people on your program, "Grand Central Station". Gosh, what I couldn't do with that BIG Chrysler car you folks gave her. By the way Johnny Sinclair, he's our promotion manager, had her up to the studios here for a special broadcast and just between you and me, he told me, that she told him, that she was mighty glad she always keeps her radio dial tuned to WCHS . . . and not only that, but she also said that as far as she was concerned there was only ONE station in Charleston, W. Va., and that was WCHS . . . 'Course this lady may be a little prejudiced, winnin' this big auto, but still—she has a point there ! !

Yrs.
Algy

P.S.
She sure does like Pillsbury flour too!
A.

WCHS
Charleston, W. Va.

NARBA

(*Continued from page 72*)

said he believed "something could be worked out that might provide for an improved service in Cuba on the basis of that particular article in the treaty." He asked why Cuba wasn't using its I-A clear channel, 1540 kc, with 50 kw power.

Dr. Nicolas G. Mendoza, Director of Radio, Ministry of Communications, Cuban Government, replied that "the gentlemen here know that the primary service that can be rendered by a station on this 'jewel,' the channel of 1540 kc, is equivalent to the service that you may render with an FM station." He said Cuba requested another I-A channel at the Havana Convention and had been unable to obtain it.

"Cuba has made use of the channel 1540 in a useful manner to Cuba but it has not made a useless use of that channel to be able to say that we have used it," he quipped. He suggested that Canada or the western U. S. could better use 1540 for secondary service than Cuba could for primary service.

Dr. Mendoza expressed the view that the 650-mile limitation applied only to Cuba. Subcommittee named to consider Cuba's request to change the 650-mile limitation proviso is comprised of Sr. Lazaro Barajas, Mexico, chairman; George P. Adair, Rosel H. Hyde, FCC, U. S.; W. G. Richardson, W. S. Smith, Canada; W. F. Calgay, Newfoundland; A. D. Hodgson, Bahamas; Juan Buchanan, Miguel Espejel, Mexico; Dr. Mendoza, Alfonso Hernandez Cato, Cuba; Sr. Rodriquez, Dominican Republic.

During discussions Wednesday before the Juridical Subcommittee considering extension of NARBA or drafting a new treaty, Mr. Otterman said the State Dept. had requested President Truman for powers to negotiate a new treaty "if that becomes necessary." A canvas of various delegates showed that Mexico could negotiate a new treaty or sign a modus vivendi; Canada was not instructed and not prepared to negotiate a new treaty; the Dominican Republic was not prepared for a new treaty but could sign an interim agreement embodying NARBA and any additions that might be adopted.

Mexico reminded Cuba that she was "ready to enter into an agreement" guaranteeing Cuba prompt aid and was willing to fix definite terms of an interim agreement as proposed by the U. S. or Mexico.

Morgan to Rome

THOMAS B. MORGAN, longtime U. S. correspondent at Vatican City and now director of special events at WOV New York, will accompany Cardinals-elect Spellman and Glennon to Rome for the cardinals' consistory. He will cover the event for INS and will also transcribe the ceremonies in English and Italian for WOV. Mr. Morgan is said to be the only newsman ever granted a private interview by Pope Pius XI.

LISTENING INTENTLY at opening plenary session of NARBA Engineering Conference are these representatives of U. S., l to r: George P. Adair, FCC Chief Engineer; Rosel H. Hyde, FCC General Counsel; Fanney Neyman Litvin, FCC Law Dept. Broadcast Division, special assistant to Mr. Hyde at NARBA meeting; Robert R. Burton, chief, Radio Utilization Section, State Dept.

Registrants at NARBA Meet

BAHAMA ISLANDS

Alan D. Hodgson, Director, Bahaman Telecommunications Dept.

CANADA

Delegates—
F. H. Soward, Chr., Special Assistant, Undersecretary of State for External Affairs
G. C. W. Browne, Assistant Controller of Radio, Dept. of Transport
Dr. Augustin Frigon, gen. mgr., CBC
Donald Manson, asst. gen. mgr., CBC
W. G. Richardson, Transmission and Development Engineer, Canadian Broadcasting Corp.
Wilbert Smith, Assistant Radio Engineer, Dept. of Transport

Observers—
Henry S. Dawson, Chief Engineer, Canadian Assn. of Bcstrs.
Keith A. MacKinnon, consulting engineer, All Canada Radio Facilities
George R. A. Rice, president, CFRN, Edmonton, Alta.

CUBA

Delegates—
Carlos Maristany, chr., Under Secretary, Dept. of Communications
Dr. Miguel Amezaga, secy. to Minister of Communications
Dr. Jose Ramon Gutierrez, Abogado Consultor, Ministry of Communications
Dr. Luis Machado, Delegate and Legal Counsel for Delegation, Dept. of State
Nicholas G. Mendoza, Director of Radio, Ministry of Communications, Cuban Govt.
Ventura Montes, engineer, Ministry of Communications
Guillermo Morales Lujan, Chief, Radio Licensing Bureau

Advisors—
Antonio de los Santos, Technical Advisor for Cuban delegation, Consulting Engineer
Mariano Durland Nieto, Chief, Radio Lab., Ministry of Communications
Alfonso Hernandez Cata, 2d Chief, Bur. of Radio Investigations
Raoul Kerman, consulting engineer for Cuban delegation.

INTERESTED OBSERVERS at NARBA Engineering Conference were (l to r): Earl H. Gammons, CBS Washington director; Frank M. (Scoop) Russell, NBC Washington vice president; T. A. M. Craven, vice president, Cowles Broadcasting Co., NAB observer and the U. S. delegate who signed NARBA in Havana in 1937.

DOMINICAN REPUBLIC

Delegate—
Jose Ramon Rodriquez, Minister, Dominican Republic
Miguel Guerra, 1st secy. Dominican Embassy, alternate

JAMAICA

Delegate—
Denis Malcolm Gick, manager, Govt Broadcasting Stations, Caribbean Com.

MEXICO

Delegates—
Col. Rafael Avila Camacho, president of delegation, sub-secretary of Communications and Public Works
Lazaro Barajas Gutierrez, Engineer, Ministry of Communications and Public Works
Dr. Jose E. Larumbe, Chief, Dept. of Communications and Public Works
Carlos Duran Salazar, secy. of delegation, secy. to chief of delegation.
Miguel Espejel Rodriguez, engineer, Ministry of Communications and Public Works

Advisors—
Fiedel Hernandez Calderon
Simeon Hernandez Calderon
Dr. Luis de la Rosa Martinez, advisor to Mexican delegation
Jose Luis Fernandez, member of the Consulting Commission of Radio
Juan C. Buchanam, engineer, Chamber of Broadcasters

Industry Observers—
Angel Rojas, radio engineer, Cia Radiodifusora de Piedras Negras, S. A.

NEWFOUNDLAND

Delegates—
H. J. Clarke, assistant secretary, Posts and Telegraphs
W. F. Galgay, general manager, Newfoundland Broadcasting Corp.

PANAMA

Observer—
J. E. Heurtematte, Communications Counselor, Panama Embassy
Luis Carlos Jimenez, Panama Embassy

UNITED KINGDOM

Observer—
Brigadier J. G. Deedes, Attache, British Embassy

UNITED STATES

Delegates—
E. K. Jett, chr. of delegation, Commissioner, FCC
H. B. Otterman, asst. chief, Telecommunications Div., Dept. of State

Advisors—
G. P. Adair, chief engineer, FCC
Francis Colt DeWolf, chief, Telecommunications Div., State Dept.
Rosel H. Hyde, gen. counsel, FCC
Donald R. MacQuivey, Telecommunications Div., Dept. of State
Marion H. Woodward, chief, International Div., engineering dept., FCC

Observers—
Robert R. Burton, Chief, Radio Utilization Section, Dept. of State
Howard K. Carroll, Dept. of State
Irene M. Durgin, asst. to Com. Jett, FCC
Capt. C. W. Horn, asst. to Chief of Naval Communications, Navy Dept.
Fanney N. Litvin, asst. to Rosel H. Hyde, general counsel, FCC
Viola Slattery, secy. to Com. Jett, FCC
Lt. Col. H. L. Wilson, Joint Communi

KEY FIGURES at NARBA Engineering Conference are these Latin American representatives, (l to r): Dr. Luis Machado, Cuban Dept. of State, vice chairman of Cuban delegation and elected chairman of Juridical Committee; Sr. Nicolas G. Mendoza, Director of Radio, Ministry of Communications, Cuba; Dr. Luis de la Rosa, adviser to Mexican delegation; Col. Rafael Avila Camacho, president of Mexican delegation and sub-secretary of Communications and Public Works, Mexico; Sr. Lazaro Barajas, engineer, Ministry of Communications and Public Works, Mexico, and vice chairman of Mexican delegation.

cation Board, Joint Chiefs of Staff, Signal Corps
Hugh Underwood Graham, engineering dept., FCC
James E. Barr, Chief, Standard Bcstg. Div., engineering dept., FCC
Virgil Simpson, asst. to chief engineer, FCC
Daniel A. Fage, FCC engineer
Secretariat—
K. Neal McNaughten, sec. of delegation, FCC
Frances W. Simpson, asst. sec. of delegation, Dept. of State
Mrs. Lillian Conley, interpreter, FCC
Wanda Cowardin, stenographer, FCC
Herbert E. Grover, shorthand reporter
Mrs. Donna O. Huskey, adm. asst., Dept. of State
Johnston V. McCall, translator, Dept. of State
Thomas B. Medina, translator and interpreter, Dept. of State
Guillermo A. Suro, interpreter, Dept. of State
Maria M. Tormos, bilingual secretary, Dept. of State
Industry Observers—
Norman A. Adler, asst. general counselor, RCA
P. D. Andrews. eng. dept., General Electric Co.
T. A. M. Craven, board of directors of NAB
W. S. Duttera, Staff Allocations Engineer, NBC
A. L. Ford, attorney, Regional Broadcasters Committee
Howard S. Frazier, Acting Director of Engineering, NAB
Earl Gammons, Washington director, CBS
Andrew G. Haley, attorney, ABC
Stanley E. Hubbard, KSTP St. Paul
Earl M. Johnson, chief, plans allocations engineer, MBS
G. F. Leydorf, WLW, Cincinnati
William B. Lodge, director, gen. engineering dept., CBS
G. B. Margraf, Washington attorney, NBC
Frank L. Marx, director of general engineering, ABC
Joseph A. McDonald, general attorney, ABC
E. C. Page, engineering director, MBS
Joseph H. Ream, vice president, CBS
Frank M. Russell, vice president, NBC
Percy H. Russell Jr., attorney, Clear Channel Broadcasting Service
Lynne C. Smeby, consulting engineer
Carl E. Smith, director of engineering, United Broadcasting Co.
John W. Steen, attorney, Westinghouse
James P. Veatch, Washington manager, RCA Frequency Bureau
G. S. Watson, foreign representative, RCA International Division
W. Theodore Pierson, Harrison Slaughter, Ralph L. Walker, Thomas Dowd, attorneys, Pierson & Ball

FIRST D. C. TO N. Y. VIDEO SHOW FEB. 12

LINCOLN DAY ceremonies in Washington, D. C., will provide the program material for the first regularly scheduled television transmission between the Nation's Capital and New York, starting at noon, Feb. 12, it was announced last week, confirming the story first published by BROADCASTING, Feb. 4. It will be a joint venture of NBC, CBS, Du Mont and AT&T.

Opening in New York, the program will switch to Washington for interviews with Paul Porter, FCC chairman; Senators Kenneth McKeller (D-Tenn.), Burton K. Wheeler (D-Mont.) and Wallace K. White Jr. (R-Me.), and Rep. Sam Rayburn (D-Tex.) following panoramic views of Washington. The scene will shift to the Lincoln Memorial, where cameras will pick up the laying of wreaths at the shrine. Gen. of the Army Dwight D. Eisenhower will be seen as he lays a wreath at the feet of the Lincoln statue.

Pictures will travel by specially equipped telephone lines to the Washington terminal of the coaxial cable, extending 225 miles to New York as one of the first links in what will eventually be a nationwide cable network constructed by AT&T. Program will be fed directly to the Du Mont experimental video station in Washington, W3XWT, for broadcasting to Washingtonians. It will travel through the cable to the Long Lines Building in New York and thence over special wire lines to the transmitters of WCBW (CBS) and WNBT (NBC) for broadcasting to the New York video audience.

Following the Lincoln Day telecast, each of the three video broadcasters will have use of the cable two nights a week.

DR. MADDY DECRIES AFM CONSTITUTION

DR. JOSEPH E. MADDY, president and co-founder of the National Music Camp, at Interlochen, Mich., who was recently ousted from membership in the American Federation of Musicians, last week charged James C. Petrillo, AFM president, of attempting to shift responsibility for the ouster on the union's executive board.

Speaking before the Illinois Music Educators' Assn. convention at Northwestern U., Dr. Maddy said the board denied any "personal feelings" between Petrillo and himself were responsible for the ouster, resulting from his refusal to abide by the union's ban of NBC broadcasts by the Interlochen student symphony orchestra several years ago.

"But Petrillo," Dr. Maddy charged, "is just hiding behind the board's skirts and tries to give the impression that he isn't the absolute czar of music in the country. . . . No more comprehensive portrayal of despotic dictatorship" is to be found than the constitutions and bylaws of the AFM which give Petrillo absolute power to change the bylaws and to make his own laws without consulting anyone," he added.

Krental Joins Branch

KENNETH A. KRENTAL, former director of market research for Day & Zimmerman, Philadelphia management engineering firm, and market research manager for CBS Detroit, has joined the new advertising agency, Robert F. Branch Inc., New York [BROADCASTING, Feb. 4] as vice president and general manager.

The only New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks turn first to-

WWL
NEW ORLEANS

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

An All-Time Favorite

MARCHETA
Published by
M. M. COLE CORP.
* * *
Performance Rights Licensed Through
BMI
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

W. R. Ennell SAYS...
Here's why RICHMOND is the Test City...

Because Richmond encompasses an area where the elements of stability do not fluctuate, manufacturers who seek to find out the acceptance of their products choose Richmond as the key testing city. WRNL with its wide listening public in this area can do a selling job for you. Sound programming, consistently good, will keep your public tuned in, and listening.

WRNL 5000 WATTS
RICHMOND, VA.
NIGHT & DAY
910 KC
EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

NARBA Proposals

(*Continued from page 16*)

geographic protection for clear channels, replacing it with "other regulations of good engineering that will offer adequate protection to the effective zone of service of the dominant stations."

MEXICO: Proposes extension of NARBA for two years from March 29, 1946; that existing problems be solved by bilateral agreements which would serve as basis for new agreement replacing NARBA; that upon conclusion of such bilateral agreements, there be applied, from among technical rules established in NARBA, "those which guarantee the absence of objectionable interference in established services."

NARBA Extension

UNITED STATES: Proposes extension of NARBA until March 29, 1948; that present conference be devoted to technical problems with a view to promoting better understanding of plans to improve broadcast service, that all proposals of technical nature submitted to the conference by any government be considered on the basis of technical standards in existing NARBA.

That after present conference ends each party to NARBA immediately begin a study looking toward revision of existing treaty, using following procedure: (1) each government shall submit proposals to Inter-American Radio Office, Havana, no later than Sept. 1, 1946; (2) a NARBA Engineering Committee composed of one expert from each government meet in Havana Sept. 1 to review proposals from standpoint of interference and prepare a joint report limited to technical information with respect to interference and comments concerning proposed use of directional antenna installations; in addition each government may appoint one representative to pass upon questions of non-engineering character; (3) that NARBA Committee be instructed to complete its work by Dec. 1, 1946, when Inter-American Office shall forward complete set of proposals, with committee's joint reports, to all parties to NARBA; (4) between Dec. 1, 1946 and March 1, 1947, each government shall make an independent study of proposals and submit comments to Inter-American Radio Office; (5) between March 1 and June 1, 1947 each government shall submit final proposals to be placed on agenda of conference called to revise NARBA; (6) Plenipotentiary Conference be held beginning about July 15, 1947; (7) in event time does not permit ratification governments may arrange through exchange of notes for further extension of time during which they will abide by provisions of existing NARBA.

NEWFOUNDLAND: Proposes that no action be taken to disturb Newfoundland's present use of 640 kc and that any agreements embrace protection to Newfoundland.

BAHAMAS: Proposes Bahamas be permitted to continue ZNS on 640 kc, with 5 kw power; a background level of interference at night not exceeding a mean 20 db above 1 microvolt per meter; recognition of ZNS as a Class 1-B station, with protection afforded under present NARBA terms for 1-B stations.

Successful **IDEAS**
are always at a
PREMIUM

. . and the Robbins Company has an outstanding reputation for producing ideas that result in resoundingly successful premium promotions.

Before the war Robbins had engineered promotion plans for many of America's largest users of premiums . . . based on long years of knowing *what* will succeed and knowing *how* to make them succeed!

Today the ingenuity and skill of Robbins craftsmen are serving the government's needs for military emblems —to the extent that Robbins is the country's largest manufacturer of distinctive insignia for the Army, Navy, and Marine Corps.

Tomorrow, Robbins ideas in metal will spark your premium programs to new highs, with timely, interesting, appealing promotions designed for success! We will be glad to discuss your postwar requirements with you *now*. Estimates and designs submitted without obligation. Send for the new Robbins catalogue.

The Robbins Co.
Ideas in Metal
ATTLEBORO, MASSACHUSETTS

MR. ALEXANDER'S OWN PROBLEM

District Attorney Has a Tough Question for Board Of Experts to Solve

A. L. ALEXANDER, whose Serutan-sponsored *Mediation Board* has given gratis advice to the domestically harried on Sunday nights over MBS, last week might well have looked for better counsel to help himself out of a jam.

New York's District Attorney belatedly but earnestly became interested in Mr. Alexander's broadcast of last Sept. 9. Reason for the D. A.s interest: Two women who were interviewed on the show may have had knowledge of a curious death of an infant, a circumstance with which Mr. Alexander's board of experts dealt without reference to law authorities who are understandably interested in such matters.

Although the District Attorney's office issued a blunt "no comment" on the case, it was reliably reported that the investigation of the program had reached New York's Grand Jury. It was known that a recording of the Sept. 9 broadcast had been subpoenaed by the D. A.

Details of the broadcast remained vague but a Mutual spokesman recalled that two women whose identities were withheld from the public appeared on Mr. Alexander's program (Sun. 8-8:30 p.m.) to tell that the sister of one had a child who died after an illness. What worried the women was that the child's death had never been reported to authorities. Mr. Alexander's board, weighing the question, advised the women to forget it, it was reported.

When the District Attorney began investigating the show—only four weeks ago—it was discovered that the women apparently had given Mr. Alexander false names and addresses since neither could be located.

Problem was: Had some degree of infanticide been committed or was Mr. Alexander the victim of a hoax?

Three Added to Blair

THREE MEN have been added to the staff of John Blair & Co., station representative. Wells Barnett, former sales service manager of WLS Chicago and recently released from AAF, has been appointed manager of the Blair Co. promotion department. William H. Weldon returns to Blair New York office as account executive after Naval service as LST flotilla commander. Holly Moyer, former commercial manager and assistant station director of KFEL Denver, will be associated with Carleton Coveny, manager of Blair Los Angeles office.

Mine Safety Series

BUREAU OF MINES is planning a transcribed radio series on mine safety for the first time, according to Willett Kempton, director of the Radio Section of the Dept. of the Interior, handling the series. It is felt that the recent mine disasters indicate the need for better understanding of safety measures.

Ridson Inc. Buys WDSM Superior

APPLICATION for the transfer of WDSM Superior, Wis., by James J. Conroy and others to Ridson Inc., St. Paul, for $150,000 plus cash assets was reported by the FCC last Thursday.

The Commission, advertising the proposed transfer in the *Federal Register* in compliance with the "Avco plan" inviting competitive bids, said Robert Ridder, Duluth, Minn., signed the contract with the present owners Dec. 13 and assigned it to Ridson Inc. Dec. 14. A majority of the selling stockholders may cancel the contract if it is not approved by FCC within six months from Dec. 13.

The contract stipulates that James J. Conroy, Roland C. Buck, and George W. Welles Jr., three of the five present stockholders, will not for three years after the transfer engage or invest "in radio or television broadcasting from any station under contract to broadcast programs of the American Broadcasting Co. and located at Duluth or Superior or within 50 miles thereof."

Victoria B. Conroy and Joseph H. Weisberg are the other stockholders.

Associated with Mr. Ridder in Ridson Inc. are several other members of the Ridder family. They are not now engaged in radio activities. FCC said action on the application would be withheld for 60 days from Jan. 30 (day after the Commission was informed the applicants were advertising the proposed sale in a Superior newspaper), for submission of competing applications. The station operates on 1230 kc with 250 w.

Films Used in 40%

PAUL ALLEY, producer in charge of NBC film programs, told an American Television Society luncheon in New York last Tuesday that 40% of NBC's video programs are films. They include feature films and shorts used as individual program units, film spots forming part of studio dramatic presentations and newsreel material. Live remote pick-ups make up another 40%, he said, with the remaining 20% live studio shows.

N. Y. Trial Opens On Flamm Charge

Noble First Witness Called In Conspiracy Trial

NEARLY $3,000,000 and a man's reputation were the high stakes for which attorneys contested last week in New York State's Supreme Court as the trial of a $2,925,000 damage suit brought against Edward J. Noble, chairman of the board of ABC, by Donald Flamm, onetime owner of WMCA New York, began.

By the end of the first day of testimony before Judge Denis O'Leary Cohalan, the tactics of both plaintiff and defendant became plain. Mr. Flamm would try to prove that he was forced to sell WMCA to Mr. Noble by threats of political pressure which might relieve him of WMCA's wavelength if he refused to sell.

Mr. Noble would claim that his purchase of the station for $850,000 had been a straight business deal.

Philip Handelman, attorney for Mr. Flamm, called Mr. Noble as his first witness. He attempted to link Mr. Noble's name with that of Thomas Corcoran, behind-the-scenes figure of the Roosevelt Administration. He elicited that Mr. Noble had talked with Mr. Corcoran on the advisability of retaining William J. Dempsey and William C. Koplowitz as attorneys. Mr. Noble testified that at that time he was unfamiliar with radio and wanted to engage persons who were to negotiate the purchase of WMCA for him.

Finder's Fee

Questioning revealed that Mr. Noble first heard that WMCA might be put up for sale by Mr. Flamm through E. H. Rollins & Co., New York investment house, to which he paid a $42,500 finder's fee for the tip. Negotiations were conducted by Dempsey and Koplowitz.

Mr. Handelman attempted to show that Mr. Flamm had advised Mr. Noble that he objected to sale of WMCA. Questioning brought out that three nights before Mr. Flamm and Mr. Noble finally signed the contract of sale (Dec. 2, 1940) "Mr. Flamm made certain insinuations."

"Didn't he tell you that you were taking the station away from him?" Mr. Handelman asked.

"He made several accusations," said Mr. Noble, "including that the President of the United States, the Secretary of Commerce and other people and I were trying to gang up on him. Thats when I tore up the contract."

While Mr. Noble was en route home, Mr. Flamm had a change of heart, Mr. Noble said. He telephoned Mr. Noble and "said he was sorry we had torn up the contract and that he wanted to go on with the sale," said Mr. Noble.

"I told him that if he would withdraw his accusations, we would go through with it."

Mr. Noble has filed a counterclaim, charging Mr. Flamm with libel and asking damages of $1,000,000. Originally a part of the suit now being tried, Mr. Noble's counter-claim was severed into a separate action by Judge Cohalan at the outset of the trial. It will be set for trial after April 1.

Well, Welles

BACK in 1938 an invasion of Earth by spacemen from Mars—as created by Orson Welles for a broadcast on CBS *Mercury Theatre of the Air*—threw listeners into panic and called forth editorial comment from all over the nation. Mr. Welles continued his spectacular rise in the entertainment world. Last week when the French national radio broadcast a show depicting the atomic disintegration of the world which caused panic among French listeners the matter was settled quite simply. Claude Bourdet, general director of the French national radio, was fired.

To H. A. Louden Co.

L. C. DeFOREST, former advertising and sales promotion manager of Hills Broth Co., Dromedary food products, has joined Henry A. Louden Co. as account executive specializing in food and grocery accounts.

For Top Availabilities and Prompt, Accurate Service in Omaha

Call WEED & CO.

New York	Chicago	Detroit
Vanderbilt 6-4542	Randolph 7730	Randolph 5382
Boston	**Hollywood**	**San Francisco**
Hubbard 4677	Hillside 8611	Yukon 1899

MUTUAL **KBON** 1490 OMAHA

Duplicate Surveys Rapped by Harper

MARION HARPER Jr., vice president in charge of research, McCann-Erickson, last Thursday asked the Radio Executives Club of New York, "Why should there be two services measuring program audiences by the same method?"

Mr. Harper had an answer as well as a question: There should not be. He suggested two immediate steps:

"Cooperative Analysis of Broadcasting and C. E. Hooper Inc. should immediately agree upon a technical advisory committee to establish standards and to begin experimental work to clarify the problems in this field.

"CAB should withdraw from the coincidental rating service business. It should become a fact-finding, standard-setting body, pushing research knowledge about business further and further ahead."

Scatter diagram of CAB and Hooper ratings will indicate three general conclusions, he said: "the ratings of one service are roughly 20% higher than those of the other. Aside from this difference, the similarity is surprisingly great. In spite of general similarity, the discrepancy between the two rating services for some programs is great enough to disconcert those interested in that particular program."

COMMITTEE SLICES WHITE HOUSE PLAN

PLAN to provide an addition to the White House West Wing, with an auditorium carrying broadcast and television pickup facilities, was knocked out of an appropriation bill Thursday by the Senate Appropriations Committee. The independent offices supply bill carried $870,000 for White House expansion, along with improvements to present facilities.

Paul Hollister Leaves CBS for RKO Position

PAUL HOLLISTER, who resigned as CBS vice president in charge of sales promotion and advertising, has been named studio representative in New York of RKO-Radio Pictures Inc. Possibility of a reorganization of the department has been mentioned.

Mr. Hollister, who joined CBS in 1942, had been vice president of BBDO, later executive vice president of R. H. Macy & Co.

Elder Refuses Offer

ROBERT ELDER, assistant to the president of Lever Bros. Co., has turned down an offer to become head of the Radio Council of the Assn. of National Advertisers, at a reported salary of $40,000. Despite his refusal to accept this full-time ANA post, it is considered probable that Mr. Elder may agree to serve as chairman of the ANA committee governing the council.

WNEW, CHURCH SET FOR JOINT HEARING

APPLICATION of the Missionary Society of St. Paul the Apostle, New York, for the facilities of WNEW New York, owned principally by Arde Bulova, will be heard in conjunction with renewal of license application of WNEW, the FCC decreed last week.

The Paulist Fathers, former owners of WLWL New York, filed application last fall for a 10-kw outlet on 1130 kc (WNEW's facilities), asking for public hearing [BROADCASTING, Oct. 8]. In addition to the renewal application, the Commission also will hear application of WNEW for construction permit to increase power from 10 to 50 kw.

In 1937 the Paulist Fathers sold WLWL, which then was sharing time with WPG Atlantic City, to Mr. Bulova. Mr. Bulova also acquired control of WPG and WOV New York. He subsequently discontinued WLWL and WPG, combining them into a new station, which became WNEW with an exchange of facilities with WOV. Mr. Bulova, who paid upwards of a half-million dollars for WLWL and WPG, must dispose of either WNEW or WOV under the Commission's duopoly rule. The Commission issued proposed findings denying transfer of control of WOV to Murray and Meyer Mester, Brooklyn oil merchants [BROADCASTING, March 2, 1945]. Oral argument has been held but final decision has not been issued.

reach New England's important industrial markets thru WLAW. The powerful 5000 watt signal of WLAW brings radio entertainment to 3 states—a rich area boasting $911,322,100 in retail sales (estimate by Sales Management). Send today for coverage map and survey data.

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

National Representatives:
WEED & CO.

ACTIONS OF THE FCC

JANUARY 31 TO FEBRUARY 7

Decisions . . .

JANUARY 31
By Comr. Wills

NEW Fort Orange Broadcasting Co. Inc., Albany, N. Y.—Granted petition to amend application to show non-directional operation daytime and DA at night, instead of DA day and night.

WCPO Cincinnati—Granted petition to amend application to specify DA for day and night, revise engineering data.

NEW Mt. Vernon Radio & Television Co., Mt. Vernon, Ill.—Granted petition to file late appearance, Commission waived Sec. 1.384 of rules and accepted written appearance.

NEW McClatchy Broadcasting Co., Modesto, Cal.—Granted petition to dismiss without prejudice application for CP 1600 kc.

NEW The New Mexico Publishing Co., Sante Fe, N. M.—Granted petition to amend application to specify 1400 kc, 250 w instead of 550 kc 1 kw, other changes to show revised costs of initial installation; amendment accepted, application removed from hearing docket.

NEW Everglades Broadcasting Co., Ft. Lauderdale, Fla.—Granted petition to amend application for proposed station to specify Miami instead of Ft. Lauderdale.

NEW Montana Broadcasting & Television Co., Anaconda, Mont.—Granted petition to amend application to change main studio and transmitter site from Anaconda to Butte.

NEW Middleboro Broadcasting Co., Middleboro, Ky.—Granted petition to amend application to specify 1450 kc instead of 1490 kc; amendment accepted, application removed from hearing docket.

KUTA Salt Lake City, Utah—Granted petition to intervene and enlarge issues re applications of Telegram Publishing Co., Salt Lake City, and James B. Littlejohn, Ogden, Utah; Section 1.385 waived.

NEW Muscatine Broadcasting Co., Muscatine, Ia.—Granted petition to dismiss without prejudice new station application.

WPOR Portland, Me.—Granted petition to intervene in March 4-8 consolidated hearing Templeton Radio Mfg. Corp., enlargement of issues.

NEW Montana Broadcasting and Television Co., Butte, Mont.—Denied motion for order to take depositions of David G. Smith and Jack L. Powers re application scheduled for consolidated hearing Feb. 25-March 8.

NEW Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Brockton, Mass.—Granted motion to amend application to include Alfred L. Duncombe as partner.

NEW Burlington-Graham Broadcasting Co., Burlington, N. C.—Granted petition to dismiss without prejudice application for new station.

NEW Skagit Valley Broadcasting Co., Mt. Vernon, Wash.—Granted petition to dismiss without prejudice application for CP new station.

By Comr. Wakefield

KOIL Omaha, Neb.—Granted petition to intervene consolidated hearing March 25-27. Peoria Applications.

NEW Greater Peoria Radiobroadcasters Inc., Peoria, Ill.—Granted motion to amend its application re DA and engineering data.

NEW Joe L. Smith Jr.; NEW The Capitol Broadcasting Co.; NEW Chemical City Broadcasting Co.—Upon mutual agreement of applicants, further hearings scheduled March 25-27 before Comr. Denny in Washington.

NEW James H. McKee, Charleston, W. Va.—Ordered application for CP new station dismissed without prejudice (Applicant indicates desire for no further consideration).

FEBRUARY 1

ADOPTED ORDERS DISMISSING WITHOUT PREJUDICE APPLICATIONS INVOLVING CONFLICT WITH COMMISSION'S RULE SECTION 3.25 (a)—
(See story on page 18).

ADOPTED ORDER DISMISSING WITHOUT PREJUDICE APPLICATION INVOLVING CONFLICT WITH COMMISSION'S RULE SECTION 3.22 (a).
(See story on page 18).

ADOPTED ORDER DISMISSING WITHOUT PREJUDICE APPLICATION INVOLVING CONFLICT WITH COMMISSION'S RULE SECTION 3.25 (d)—
(See story on page 18).

ADOPTED ORDER DISMISSING WITHOUT PREJUDICE APPLICATIONS INVOLVING CONFLICT WITH COMMISSION'S RULE CONCERNING 540 KC—
(See story on page 18).

SET FOR HEARING 78 APPLICATIONS FOR COMMERCIAL TELEVISION STATION CONSTRUCTION PERMITS, ACCORDING TO DISTRICTS.
(See story on page 18).

1550 kc

ORDERED CONSOLIDATED HEARING FOR APPLICATIONS, ALL INVOLVING 1550 KC:
(See story on page 18).

DESIGNATED FOR CONSOLIDATED PROCEEDINGS AM APPLICATIONS ACCORDING TO KC AND LOCALITY GROUPING.
(See story on page 18).

DESIGNATED FOR CONSOLIDATED PROCEEDINGS TELEVISION APPLICATIONS ACCORDING TO METROPOLITAN AREAS.
(See story on page 56).

FEBRUARY 4

WPRP Ponce, P. R.—Proposed decision toward grant application for assignment of license from Julio M. Conesa to Voice of Puerto Rico Inc. (corporation comprising Julio M. Conesa, Andres Grillasca, Francisco Susoni and Felipe Segarra). Commission stipulates until assignment is completed, station will continue on temporary license for a period not to exceed 90 days from time decision becomes final.

NEW Consolidated Broadcasting Corp., Ponce, P. R.—Proposed decision to deny application for CP new station requesting facilities of WPRP.

WPRP Ponce, P. R.—Dismissed application for CP increase to 5 kw, approval antenna site, change transmitter site, since no evidence was presented.

FEBRUARY 4

NEW FM Christina M. Jacobson tr/as The Valley Electric Co. (KVEC), San Luis Obispo, Cal.—Granted conditionally CP for new metropolitan FM station.

NEW Sentinel Radio Corp., Evanston, Ill.—Granted conditionally CP for new community FM station.

NEW Birney Imes Sr. (WROX) Clarksdale, Miss.—Granted conditionally CP for new metropolitan FM station.

NEW KALE Inc., Portland, Ore.—Granted conditionally CP for new metropolitan FM station.

NEW York County Broadcasting Co. (WRHI), Rock Hill, S. C.—Granted conditionally CP for new community FM stations.

NEW Agricultural & Mechanical College of Texas (WTAW), College Station, Tex.—Granted conditionally CP for new metropolitan FM station.

NEW Narragansett Broadcasting Co., Fall River, Mass.—Granted petition to have application for new station designated for consolidated proceedings with applications of Bay State Broadcasting Co., Southeastern Mass. Broadcasting Corp., New Bedford, Mass., all applicants seeking 1400 kc 250 k.

NEW Citrus Belt Broadcasters Inc., Winter Haven, Fla.; NEW Winter Haven Broadcasting Co., Winter Haven—Adopted order designating both applications for consolidated hearing. Both requesting CP new station 1490 kc 150 w unlimited.

WHAT Philadelphia—Granted petition to have application designated for consolidated proceedings with new station applications of Camden Broadcasting Co., Camden, N. J.; Chambersburg Broadcasting Co., Chambersburg, Pa.; Crescent Broadcasting Corp., Philadelphia. WHAT seeking CP to change from 1340 kc 100 w to 820 kc 1 kw daytime.

NEW Medford Printing Co., Medford, Ore.; NEW, S. W. McCready, Medford—Ordered both application for CP new station 1230 kc 250 w unlimited to be designated for hearing in consolidated proceeding.

DESIGNATED FOR CONSOLIDATED PROCEEDINGS AM APPLICATIONS INVOLVING 550, 790, 830, 850, 940, 950, 960, 980, 1030, 1050 and 1070, 1060, 1080, 1090, 1150, 1170, 1230, 1320, 1340, 1360, 1420, 1430, 1440, 1450, 1490, 1520, 1540, 1550 and 1560 kc.
(See story and list of consolidations on page 28.)

ACTION IN DOCKET CASE

WGBF Evansville, Ind.—Proposed findings of facts and conclusions announced toward a denial of renewal of license. (See story on page 60.)

FEBRUARY 4

ACTIONS BY COMMISSION EN BANC

KRIC Beaumont, Tex.—Granted petition to have application (for CP for shift from 1450 kc to 1470 kc and increase power from 250 w to 5 kw) designated for consolidated proceedings with applications of San Jacinto Broadcasting Co., Houston; KRBC Abilene; A&M College of Texas; and KPLC Lake Charles, La.

WNEW New York—Designated application for renewal of license and for CP increase from 10 kw to 50 kw into consolidated proceedings with application of Missionary Society of St. Paul the Apostle, seeking CP new station 1130 kc 10 kw.
(See story on page 77.)

NEW Missionary Society of St. Paul the Apostle, New York—Designated application for consolidated proceedings with WNEW, listed above.

NEW Old Colony Broadcasting Co. Inc., Brockton, Mass.—Granted petition to have application for new station designated for consolidated proceedings with other applications in the Boston area.

NEW Gulf Broadcasting Co., Mobile, Ala.; NEW Gillette & Jesse Gilbert Burton Jr., a partnership known as Burton Broadcasting Co., Mobile, Ala.—Adopted orders designating both applications for consolidated proceedings. Both requesting CP new station 1340 kc 250 w unlimited.

FEBRUARY 6

ACTIONS BY THE COMMISSION EN BANC

KHQ Louis Wasmer (transferor), Spokane Chronicle Co. (transferee); Louis Wasmer Inc. (licensee), Spokane, Wash.—Granted consent to voluntary transfer of control of Louis Wasmer Inc., licensee of station KHQ from Louis Wasmer to Spokane Chronicle Co., for the consideration of $1,295,000 plus an amount equal to the net profits of the licensee from Jan. 1, 1945 to closing date.

WARM Lou Poller (transferor), Martin F. Memolo (transferee), Union Broadcasting Co. (licensee), Scranton, Pa.—Granted consent to voluntary transfer of control of Union Broadcasting Co., licensee of station WARM, from Lou Poller to Martin F. Memolo, for a consideration of $50,000 cash now on deposit in escrow, of which $25,000 was taken from funds on hand and balance obtained through 5% bank loan payable $2,000 monthly.

NEW Courier Broadcasting Service Inc., Birmingham, Ala.—Granted construction permit for a new standard noncommercial broadcast station to operate on 900 kc, 1 kw, daytime only. (The program plans for this station include local entertainment, educational, agricultural, fraternal, news, public service and Protestant (including Negro) religious programs. Cost of operation to be financed by subscriptions totalling $660 a week and by public contributions.)

NEW KODK Edwin A. Kraft, Kodiak, Alaska—Granted construction permit for a new standard broadcast station to operate on 1230 kc, 250 watts, unlimited time.

KFBI Wichita, Kans.—Granted construction permit to increase daytime power from 5 kw-LS to 10 kw, on 1070 kc. 1 kw night, unlimited.

WSBT South Bend, Ind.—Granted CP increase power from 1 to 5 kw, unlimited, install a new transmitter and make certain changes in directional antenna system for day and night.

NEW Air Time Inc., Joplin, Mo.—Granted CP new station to operate on 1230 kc 250 w unlimited.

NEW C. H. Fisher and B. N. Phillips, d/b as Valley Broadcasting Co., Eugene, Ore.—Granted CP for new station to operate on 1400 kc, 250 w, unlimited.

KOAL Price, Utah—Granted CP to change frequency from 1450 to 1230 kc, 250 w unlimited.

NEW Vermont Broadcasting Corp., Burlington, Vt.—Granted CP new station to operate on 1230 kc, 250 w unlimited (B1-P-4183).

NEW Natrona County Tribune, Casper, Wyo.—Granted CP new station to operate on 1230 kc, 250 w unlimited.

KGHI Little Rock, Ark.—Granted CP in part, to install new antenna and ground system, and change transmitter and studio locations. (That part of CP requesting change in frequency from 1230 to 1240 kc, was not granted.)

WKEU Griffin, Ga.—Designated for hearing application for amendment to CP, license to cover construction permit, authority to determine operating power by direct measurement, and application for renewal of license.

WJEF John F. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Co. Grand Rapids, Mich.—Adopted order setting aside and vacating the grant made on June 27, 1944, for a new station and license to cover same granted Feb. 5, 1945, to operate on 1230 kc, 25

Hearings Next Week

MONDAY, FEBRUARY 11

Consolidated Hearing, 10 a.m.
Federal Bldg., Dallas, Tex.
Before Comr. Walker

NEW Permian Basin Broadcasting Co., Odessa, Tex.—CP new station 1450 kc 250 w unlimited; **NEW Southwestern Broadcasting Corp., Odessa, Tex.**—CP new station 1450 kc 250 w unlimited.

Consolidated Hearing, 10 a.m.
Federal Bldg., Miami, Fla.
Before Comr. Wills

NEW Atlantic Shores Broadcasting Ltd., Coral Gables, Fla.—CP new station, 1490 kc 250 w unlimited; **NEW Southern Media Corp., Coral Gables**—CP new station 1490 kc 250 w unlimited; **NEW Miami Beach Publishing Co., Miami Beach**—CP new station 1450 kc 250 w unlimited.

Consolidated Hearing, 10 a.m.
Washington, D. C.

NEW Cedar Rapids Broadcasting Corp., Cedar Rapids, Ia.—CP new station 1450 kc 250 w unlimited; **NEW Radio Corporation of Cedar Rapids, Cedar Rapids**—CP new station 1450 kc 250 w unlimited; **NEW Moline Dispatch Publishing Co., Moline, Ill.**—CP new station 1450 kc 250 w unlimited.

WEDNESDAY, FEBRAUARY 13

Consolidated Hearing, 10 a.m.
Washington, D. C.

NEW Albert S. Drohlich & Robert A. Drohlich, d/b as Drohlich Bros., Flint, Mich.—CP new station 1470 kc 1 kw unlimited, DA night and day; **NEW Booth Radio Stations Inc., Grand Rapids, Mich.**—CP new station 1470 kc 1 kw unlimited, DA night and day.

THURSDAY, FEBRUARY 14

Consolidated Hearing, 10 a.m.
U. S. Postoffice Bldg.,
Savannah, Ga.
Before Comr. Denny

NEW A. C. Neff, Savannah, Ga.—CP new station 1400 kc 250 w unlimited; **NEW Atlantic Broadcasting Co., Savannah**—CP new station 1400 kc 250 w unlimited; **NEW Chatham Broadcasting Co., Savannah**—CP new station 1400 kc 250 w unlimited.

FRIDAY, FEBRUARY 15

Consolidated Hearing, 10 a.m.
Federal Bldg., Miami, Fla.
Before Comr. Wills

NEW Peninsular Broadcasting Corp., Coral Gables, Fla.—CP new station 1450 kc 250 w unlimited; **NEW Everglades Broadcasting Co., Miami**—CP new station 1450 kc 250 w unlimited; **NEW Paul Brake, Miami**—CP new station 1450 kc 250 w unlimited.

Consolidated Hearing, 10 a.m.
Washington, D. C.

NEW Rupert W. Bradford & Harry F. Pihl, d/b as Bradford & Pihl, Bemidji, Minn.—CP new station 1450 kc 250 w unlimited. **NEW Russell E. Kaliher, Bemidji**—CP new station 1450 kc 250 w unlimited.

An All-Time Favorite

FRENESI

Published by

PEER INTERNATIONAL CORP.

* * *

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

w unlimited, and ordered that said application be designated for hearing in a consolidated proceeding with application of Ashbacker Radio Corp.

WKBZ Muskegon, Mich.; John E. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Co., Grand Rapids, Mich.—Adopted an order denying application of Ashbacker Radio Corp. for special service authorization to operate station WKBZ on 1230 kc for the remainder of its current license term in lieu of operation on 1490 kc, the frequency presently assigned to and used by said station, and also application filed by Fetzer Broadcasting Co. requesting temporary authority for operation of station WJEF on 1230 kc; and further ordered that the temporary authority be and is issued to Fetzer Broadcasting Co. for operation of station WJEF Grand Rapids, as previously authorized, pending outcome of the consolidated hearing referred to above, provided, however, that the said temporary authority shall be subject to cancellation at any time by the Commission without notice or hearing should it appear upon the basis of the said hearing that a grant of the application of the Ashbacker Radio Corp. for a construction permit would better serve the public interest than a grant of the application of Fetzer Broadcasting Co.

WKBZ Muskegon, Mich.—Adopted an order setting forth the issues on which the hearing in the above application of Ashbacker Radio Corp. shall be held in consolidation with hearing upon the application of Fetzer Broadcasting Co.

NEW E. T. Wright, Orlando, Fla.—Adopted order granting motion for leave to amend application for CP so as to specify a frequency of 1230 kc instead of 950 kc and make certain other changes, and ordered that the application, as amended, be retained on the hearing docket to be heard in a consolidated proceeding with applications of Valdosta Broadcasting Co., Hazelwood Inc. (WLOF), and E. D. Rivers (WGOV) scheduled for February 11, 1946.

NEW Marshall Broadcasting Co., Marshall, Tex.; NEW KVOM Inc., Marshall—Adopted order granting petition of Marshall Broadcasting Co. for leave to amend its application to show corrected and additional data and to remove from hearing docket; accepted amendment filed simultaneously with the petition; and removed application as amended from hearing docket. Commission further ordered that the petition of KVOM Inc. to dismiss without prejudice its application for CP be granted.

WADC Village of Tallmadge, Ohio—Adopted order designating for hearing application for CP to change frequency from 1350 kc to 1220 kc and increase power from 5 kw to 50 kw, to be heard in consolidated proceeding with application of The WGAR Broadcasting Co. for construction permit to increase power of Station WGAR from 5 kw to 50 kw on frequency 1220 kc (B2-P-4243).

WGAR Cleveland—Adopted an order directing that a conditional authorization be issued to WGAR Broadcasting Co. for the operation of station WGAR on 1220 kc with 50 kw power, unlimited.

(See story on page 84.)

KQV Pittsburgh, Pa.—Granted CP to increase power from 1 to 5 kw, change transmitter location, install new transmitter, and install directional antenna system for day and night.

WOL Washington, D. C.—Granted CP to increase power from 1 to 5 kw, on 1260 kc, unlimited time; directional antenna (B1-P-4004).

(See KQV, WOL story on page 24.)

An All-Time Favorite

HIGH ON A WINDY HILL

Published by

BROADCAST MUSIC, INC.

* * *

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

FEBRUARY 7

ACTIONS ON MOTIONS

By Comr. Wakefield

NEW San Bernardino Broadcasting Co. Inc., San Bernardino, Cal.—Granted motion to take deposition re application, limiting witnesses to 25.

KFXM San Bernardino, Cal.—Granted motion to take deposition re application, limiting witnesses to 25.

NEW United Broadcasting Co., Ogden, Utah—Granted motion amend application to specify 1490 instead of 960 kc.

WQXR Long Island City, N. Y.—Granted petition to intervene Feb. 4 consolidated proceedings re application WWRL and others applying for 1600 kc.

WDNC Durham, N. C.—Granted motion to take depositions re application.

NEW Mt. Vernon Radio & Tele. Co., Mt. Vernon, Ill.—Granted motion to amend application to change stock ownership exhibit.

WLAP Lexington, Ky.—Granted motion to take depositions in re application.

WGOV Valdosta, Ga.—Granted motion to amend application to specify new DA; power of 5 kw day, 1 kw night, instead of 1 kw unlimited.

NEW Nashville Broadcasting Co., Nashville, Tenn.—Granted request to dismiss application without prejudice.

By Comr. Wakefield

NEW J. O. Emmerich, Bogalusa, La.—Granted petition to dismiss application without prejudice.

By Comr. Denny

WKY Oklahoma City, Okla.—Granted motion insofar as it requests leave to intervene in KSEI hearing, but denied insofar as it requests enlargement of issues in case.

Applications . . .

FEBRUARY 4

WBRK Pittsfield, Mass.—Voluntary assignment of license from Monroe B. England to Western Massachusetts Broadcasting Co.

NEW The Capital Broadcasting Co., Annapolis, Md.—CP new metropolitan FM station on Channel 261 or assigned by FCC and coverage of 11,700 sq. mi.

NEW Trent Broadcasting Corp., Trenton, N. J.—CP new FM station on frequency to be specified, coverage of 9,260 sq. mi.

W2XDK Brooklyn—Modification of CP to extend completion date for exp. television station to 7-1-46.

WGBO Newark, N. J.—Modification of CP to extend completion date for noncommercial education station to 8-12-46.

NEW KJBS Broadcasters—Amend application for CP for new metropolitan FM station to change from 44.7 mc to 98.5 mc (Channel 253).

NEW Monroe B. England, Pittsfield, Mass.—Voluntary assignment of condition grant of construction permit for new metropolitan FM station to Western Massachusetts Broadcasting Co.

550 kc

NEW Capital City Broadcasting Corp., Baton Rouge, La.—CP new station 1 kw DA night unlimited.

KGKO Ft. Worth, Tex.—Involuntary assignment of license to Carter Publications Inc. and A. H. Belo ("KERA" call reserved).

1230 kc

NEW Tidewater Broadcasting Corp., Norfolk, Va.—CP new station 100 w unlimited.

W9XEK, Louisville, Ky.—Modification of CP to extend completion date to 3-22-46.

1410 kc

KWYO Sheridan, Wyo.—CP change from 1400 kc to 1410 kc, increase from 250 w unlimited to 1 kw day 500 w night.

APPLICATIONS TENDERED FOR FILING—WDEV Watrbury, Vt., CP change operation from daytime to unlimited with DA; WEST Easton, Pa., CP change from 1400 kc to 1230 kc; E. L. Roberts, Gadsden, Ala., CP new station 1350 kc 1 kw unlimited with DA; Voice of Dixie Inc., Birmingham, Ala., CP new station 690 kc 10 kw unlimited DA night; Kentucky Lake Broadcasting System Inc., Paris, Tenn., CP new station 1340 kc 250 w unlimited; KGCU Mandan, N. D., CP increase from 250 w to 1 kw and install DA night; Sierra Broadcasting Service, Hot Springs, N. M., CP new station 1400 kc 250 w unlimited; KNAK Salt Lake City, Utah, CP change from 1400 kc to 1280 kc and increase from 250 w to 500 w; Rogue Valley Broadcasting Co. Inc., Ashland, Ore., CP new station 1400 kc 250 w unlimited; Jose E. del Valle, Santurce, P. R., CP new station 740 kc 10 kw unlimited DA.

FEBRUARY 5

NEW Belvedere Broadcasting Corp., Baltimore—CP new metropolitan FM station on frequency to be assigned and coverage to be determined by FCC.

NEW WINX Broadcasting Co., Washington, D. C.—CP new metropolitan FM station 100.3 mc (Channel 262), coverage 12,419 sq. mi.

NEW WAVE Incorporated, Louisville, Ky.—Amend application for CP new commercial video station to change frequency from 50-56 mc (Channel 1) to 76-82 mc (Channel 5).

1590 kc

NEW KVGB Inc., Great Bend, Kan.—CP shift frequency from 1400 kc to 1590 kc, increase 250 w to 1 kw.

NEW Midwest Broadcasting Co., Milwaukee, Wis.—CP new metropolitan FM station, frequency and coverage to be assigned by FCC ("WPAW" call reserved).

NEW Frank E. Hurt & Son, Nampa, Ida.—CP new metropolitan FM station 95.9 mc (Channel 240), coverage 7,000 sq. mi.

APPLICATIONS TENDERED FOR FILING—J. Paul Stone & R. M. Ware Jr., Fitzgerald, Ga., CP new station 1240 kc 250 w unlimited; A. J. Fletcher, Greensboro, N. C., CP new station 850 kc 1 kw daytime; George Dyson Jr., d/b as The Alton Broadcasting Co., Alton, Ill., CP new station 1300 kc 1 kw daytime; Northern States Broadcasting Co., Fargo, N. D., CP new station 790 kc 5 kw unlimited, DA night; Alvin E. Nelson Inc., San Francisco, CP new station 1030 kc 50 kw unlimited with DA; KOAC Corvallis, Ore., CP increase from 1 kw night and 5 kw day to 5 kw unlimited with DA.

APPLICATION RETURNED — KGKB Tyler, Tex., voluntary assignment of license from James G. Ulmer to James G. Ulmer and Son, d/b as East Texas Broadcasting Co.

FEBRUARY 7

WINS New York, N. Y.—Modification of CP for extension of completion date to 5-29-46.

NEW Cowles Broadcasting Co., Wheaton, Md.—CP new developmental station 107.7 mc or any frequency selected by the FCC between 106-108 mc, 1 kw power and special for facsimile emission.

KNOE Monroe, La.—Modification of CP (which authorized change in frequency) for change in frequency from 1230 kc to 1390 kc, increase from 250 w to 5 kw, new transmitter, DA for night.

WLOF Orlando, Fla.—Amend application CP 950 kc, increase 5 kw, so as to proved DA day and night.

NEW Illmo Broadcasting Corp., Quincy, Ill.—CP new station 1230 kc, 250 w unlimited.

WDSM Superior, Wis.—Voluntary transfer of control of licensee corporation from James J. Conroy, Roland C. Buck, George W. Welles Jr., Victoria B. Conroy & Joseph H. Weisberg to Ridson Inc.

NEW Village Broadcasting Co., Oak Park, Ill.—Amend application for CP new station 1490 kc 250 w unlimited to change name of applicant from William L. Klein to Joseph Triner, Charles M. Hickman, George Herrman Jr., Edward J. Faltysek & William L. Klein, d/b as Village Broadcasting Co.

WMRO Aurora, Ill.—Voluntary assignment of license from Martin R. O'Brien to WMRO Inc.

NEW Washington Broadcasters Inc., Spokane, Wash.—CP new station 630 kc 5 kw unlimited DA.

NEW Ojai Broadcasting Co., Ventura, Calif.—CP new station 1590 kc 1 kw unlimited (call "KEVO" reserved).

KROY, Sacramento, Cal.—Application by Luther E. Gibson, tr/as Gibson Broadcasting Co. [BROADCASTING, Feb. 4].

PETITION FILED FOR REINSTATEMENT: WMBD Peoria, Ill.—CP to install DA for night use and increase power from 1 kw night and 5 kw day to 5 kw day and night and make changes in vertical antenna.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements • at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS
1031 N. ALVARADO - LOS ANGELES 26, CALIF.

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

AVAILABLE NOW
PRECISION TURNTABLES—and/or ASSEMBLIES • MODULATION MONITORS • REMOTE-POWER AMPLIFIERS
SONIC ENGINEERING CO.
592 Columbus Ave., New York City, N. Y.

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

Brand Names Group Previews Plans

Radio Series Outlined At Testimonial Dinner

PREVIEW of a new radio series designed to dramatize the part played by brand names in our daily life was given Tuesday night at a testimonial dinner of the Brand Names Research Foundation, held at the Hotel Astor, New York. Series, presented by the Foundation in cooperation with NBC, is titled *The Name Speaks* and will start in March on NBC stations across the country as a weekly quarter-hour series of 13 programs, produced and recorded by NBC's Radio Recording Division.

Dinner was held in honor of 206 brand names of metropolitan New York, northern New Jersey and southern Connecticut which have been used to identify specific goods for more than 50 years. Twenty-five of these brands have been in continued use for 100 years or more, 63 for at least 75 years, 118 for at least 50 years. Certificates of public service were presented to the companies behind the brands by Henry E. Abt, BNRF secretary and managing director.

System Attacked

Alfred O. Buckingham, vice president, Cluett, Peabody & Co., who was elected chairman of BNRF for 1946, urged that "every manufacturer and advertiser of a branded product join in a program to convince the people of America that their own best interest lies in support of the system of brand identification."

Sen. Albert W. Hawkes (R-N. J.), in an address that was broadcast by Mutual from the dinner, declared that "at the present moment there are factions in this nation who would destroy the great American system of business which is commonly called our free enterprise system. One of the targets they have chosen for attack is the brand name system as it is used in the distribution of goods and services in our economy. It has been chosen for attack for an obvious reason."

Stating that "recently men high in the ranks of certain labor movements have suggested that the four freedoms cannot be accomplished without the destruction of our free enterprise system," Sen. Hawkes declared: "That means that we Americans have an issue which must be faced immediately. Are we going to permit those who would destroy our system to succeed in doing it, or are we going to get organized and take the necessary steps to preserve it?"

What BNRF is doing to educate and inform the public was detailed by Mr. Abt, who outlined the organization's news service for editors, its cartoon features, its juvenile game books, its educational film. "Radio," Mr. Abt asserted, "will do the greatest job of all. Our weekly flashes reaching the commentators who broadcast over stations in every city in the country will pass on our message. But more than that, we have created our own program. Working together in the cooperative spirit which has made American business and advertising great, NBC and BNRF have developed a top-flight radio show."

New Show Outlined

Program, which was then previewed, features Quentin Reynolds in a human interest brand name story, the music of a name composer, sung by Thomas Hayward of the Metropolitan Opera and played by an orchestra conducted by Norman Cloutier. Ford Bond is the announcer. Series, to start in March, has already been scheduled by 73 NBC stations, it was announced, with more expected. Those already signed include: WFBG KGNC WISE WSB WRDO WBAL WLBZ KFYR WHIS WOPI WGKV WAPO WMAQ WBLK WTAM KRIS WTBO KOA WEST WTRC KTSM KMJ WFBC WCRS WKBH KVOL KPLC WGAL WAML WLOK WIBA KYSM WMAM KMED WMC WIOD WSFA WEAF WTAR KODY WOW KDKA KSEI WCSH WJAR WPTF WRAW KROC WHAM KCRA WSAM KFAM KSD KDYL WOAI KFSD KPO KOMO KELO KSOO KHQ WSYR WFLA WBOW WTTM KVOO WRC KRGV KANS WDEL WSJS WORK KYUM.

Officers of the foundation for 1946, in addition to Chairman Buckingham, include: Howard B. Snader, treasurer, Vanity Fair Mills, eastern vice chairman; Donald B. Douglas, vice president, Quaker Oats Co., midwestern vice chairman; Henry E. Abt, secretary; Gavin McBain, assistant treasurer, Bristol-Myers Co., treasurer.

Executive committee members are: Theophil H. Mueller, president, Julius Kayser & Co., chairman; Emerson Foote, president, Foote, Cone & Belding; George S. McMillan, secretary, Bristol-Myers Co.; George L. Russell Jr., president, John B. Stetson Co.; Donovan B. Stetler, advertising director, Standard Brands.

Directors for 1946, in addition to those named above are: Leo H. Heimerdinger, chairman, Pioneer Suspender Co.; Meyer Kestenbaum, president, Hart Schaffner & Marx; Arthur R. Kneibler, vice president, Coopers Inc.; Clark R. Gamble, vice president, Brown Shoe Co., Edward R. Rogers, chairman, Sterling Drug; Frank M. Folsom, executive vice president, RCA Victor Division of RCA; W. T. Holliday, president, Standard Oil of Ohio; Ernest T. Trigg, president, National Paint, Varnish & Lacquer Assn.; Paul Willis, president, Grocery Mfrs. Assn.; Frank Braucher, president, Periodical Publishers Assn.

Three Top Executives Advance April 1 in Promotions at NBC

Mr. Kopf, Mr. Showerman, Mr. Witmer

THREE NBC executives will be raised to new positions April 1 in a series of promotions announced last week by Niles Trammell, NBC president.

Roy C. Witmer, vice president in charge of sales for almost 15 years, becomes staff vice president, a newly created position in which he will report directly to Mr. Trammell, for whom he will handle special assignments. Harry C. Kopf, vice president of NBC's Central Division, moves to New York to succeed Mr. Witmer as vice president in charge of sales. I. E. (Chick) Showerman, Eastern sales manager, goes to Chicago as Central Division manager.

A graduate of Leland Stanford U., Mr. Witmer managed manufacturing plants in New England for 17 years before joining NBC in 1927 as an advertising salesman. In 1929 he was promoted to assistant sales manager; a year later he became sales manager, and in 1930 he was made vice president.

Mr. Kopf entered advertising as a salesman for Hearst in Chicago, following his graduation from U. of Illinois in 1925, subsequently selling space for *System* magazine and *Literary Digest*. He joined NBC's Chicago sales staff in 1931. He became sales manager of the Central Division in 1939, manager of the division in 1940 and a vice president in 1941.

Mr. Showerman, also a U. of Illinois graduate, class of 1923, joined NBC's Chicago sales department in 1928 after five years with newspaper and agency advertising departments. Advanced to sales manager of the Central Division in 1930, he was promoted to assistant Eastern sales manager in 1936 and to Eastern sales manager in 1940.

Wants Investigation

A SENATE resolution was introduced last Tuesday by Sen. Theodore F. Green (D-R.I.) proposing that a special committee of five president, Hart, Schaffner & Marx; items, the use of radio time made by all candidates for the U. S. Senate in connection with their campaigns for nomination and election. The resolution (S. Res. 224) was referred to the Committee on Privileges and Elections.

Miss Brown Speaks

DOROTHY BROWN, ABC Western Division continuity acceptance chief, addressed February membership meeting of Hollywood Radio Writers Guild on "Continuity and How It Grew from a Network Standpoint."

Gardner to KMPC

JACK GARDNER, former announcer of KNX Hollywood and KFRC San Francisco, has joined KMPC Hollywood.

Becomes News Staff Member

WILL F. RAGAN, recently with Los Angeles Examiner, has joined news staff of "Alka Seltzer Newspaper of the Air" on Don Lee Pacific stations.

Peabody Proposes

SPECIAL public service awards to WOV New York and to CBS were proposed by the New York committee of the Peabody Awards. To WOV for *Mr. Colombo Discovers America* "because, though a single-shot presentation, it compared favorably in writing, acting and production with any dramatic program of the same type heard on any network; because its basic concept of projecting the problems of a minority group with dignity and understanding offers a pattern which may be followed profitably by local stations in all parts of the country where group tensions exist." The CBS Textron Theatre show, *My Little Boy*, was hailed because, "It is unusual for either a topnotch actress or a commercial sponsor to dedicate high-priced radio time to a fair and moving presentation of basic social problems which affect human relationships." (These recommendations were inadvertently omitted from the list of proposed awards published in BROADCASTING for Feb. 4.)

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
LABS: GREAT NOTCH, N.J.
OFFS: UPPER MONTCLAIR, N.J.
Phone: MONTCLAIR 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

JOHN J. Keel CONSULTING RADIO ENGINEER
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
★ ★ ★
1422 F St, N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
301 N. Greenbrier St.
Arlington, Va.
Chestnut 2267

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F ST., N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1108 16th Street N. W. Suite 405
Washington, D. C. NAtional 6982

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

CONSULTING RADIO ENGINEERS
EQUIPMENT ENGINEERING CO.
RADIO BROADCAST CONSULTANTS SINCE 1939
COLORADO BUILDING • WASHINGTON, 5, D.C.
600 PICKENS ST. • COLUMBIA, 19, S.C.

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

ROBERT L. WEEKS
CONSULTING ELECTRICAL ENGINEER
429 Russ Bldg.
San Francisco, California

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS
Consulting
Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

H. V. Anderson
AND ASSOCIATES
• Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

RITCH & GWALTNEY
CONSULTING RADIO ENGINEERS
Box 5222
State College Station
Raleigh, N. C.

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—739

F A M M
Ph: Blackhawk 22
NATHAN WILLIAMS
Allocation & Field
Engineering
20 Algoma Blvd.
Oshkosh, Wisc.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Combination announcer-control operator at Rocky Mountain NBC affiliate. Send references, experience record, photo, transcription. Box 792, BROADCASTING.

Announcer—Experienced on control board; remotes; interviews; dependable; licensed men paid higher rate Great Lakes Area. Box 805, BROADCASTING.

Salesman—Middlewest station. Send full history, description, photograph. Experienced men only. Box 806, BROADCASTING.

Technician—Local station in middlewest. Non-union, but pay union scale or better. Box 807, BROADCASTING.

Salesman—Basic network station in eastern Seaboard City of 135,000 seeks salesman. Must be radio experienced. There's permanence and a future if your case history and references stand up. Send full details and picture. Box 841, BROADCASTING.

Copywriter—Woman preferred, one who has had experience writing straight commercial copy both spots and programs. Write giving experience, age, salary desired and samples of work to Box 842, BROADCASTING.

Combination good announcer first class operator; send picture, audition disc, education, salary and other complete details. KDFN, Casper, Wyoming.

Operator-announcer with first class ticket for new 250 watt station opening in middle of February. Permanent position. Write or wire giving experience, personal details and salary expected. Frankfort Broadcasting Co., Frankfort, Kentucky.

Announcer-operators. New ABC station in Twin Falls, Idaho, wants quality announcers with first class tickets. Send audition disc and your complete story, including starting salary to Frank C. Carman, KUTA, Salt Lake City, Utah.

Wanted—Girl continuity writer who can also do women's shows. Send full details, picture, salary, first letter. Station WCHS, Charleston, West Virginia.

Good announcer. Top pay for man who can do top quality announcing. Must be good with news and wax and able to sell copy on the air. No controls. Just good 5 kw announcing. Box 850, BROADCASTING.

Complete staff new 500 w daytime station in southern city of 75,000. Box 847, BROADCASTING.

Situations Wanted

Announcer-newscaster. Good voice, four years general experience. Age thirty-two. Ex-serviceman. Transcription available. Box 775, BROADCASTING.

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

NBC newsman past 2¼ years. 50 kw and 250 w and net. experience totaling six years. Giving up job to returning vet. Announce-write news for salesability and showmanship. Box 794, BROADCASTING.

Veteran—First class engineer-announcer wants announcer-operator or transmitter engineer position. Experience in maintenance. Available March 1st. Box 798, BROADCASTING.

Situations Wanted (Cont'd)

Former sports announcer who has just completed three years as a Marine Corps Officer is seeking a baseball contract. Complete details of past experience, audition transcription available upon request. Write Box 799, BROADCASTING.

Former program director recently released from the armed forces is seeking employment. College education, experience with large and small stations, excellent references. Complete details upon request. Write Box 800, BROADCASTING.

Ex-Red Cross girl desires permanent position with small, progressive station east coast, educational and children's programs; writing; production; public relations. 3 years small station experience. Box 812, BROADCASTING.

Radio writer, producer, editor. Single. Knowledge German, French and English. Civilian and Army, educational and commercial experience. Seeks employment anywhere in or outside the United States. Box 813, BROADCASTING.

Veteran desires break in announcing. Announced radio shows for Army. Amateur dramatic and writing experience. Box 814, BROADCASTING.

Engineer, 24, veteran, 3 years broadcast experience, holder of 1st phone. Maintenance and operating experience of studio, control room and transmitters up to 100 kw. Prefer midwest. Box 820, BROADCASTING.

Combination, announcer-engineer, 1st class license. Prefer straight announcing . . . good background news, sports and general. Have announced on major and minor networks. Want permanent position, good salary. Box 827, BROADCASTING.

Situations Wanted (Cont'd)

Announcer immediately available. Experienced, reliable. Treats every spot like pet child. References. Box 825, BROADCASTING.

Navy veteran—Young, married. Three years experience network station announcing, news, script writing. Available March. Box 828, BROADCASTING.

Sports announcer—Sportscasts, play-by-play baseball, basketball, football, boxing; also general staff announcing and production; one year pre-war experience; 4½ years honorable Army service (EM and Officer), Army sports promotion and entertainment, college graduate, 28. Box 829, BROADCASTING.

Announcer—program director—Recently discharged Army captain, 29, eight years radio, 50 kw experience wants position. Prefers small city. Salary secondary. Box 830, BROADCASTING.

Operator-engineer. Studio or transmitter position, permanent. Radiotelephone first, radiotelegraph second licenses. Prefer midwest, married, age 27. Box 831, BROADCASTING.

Engineer desires permanent position with progressive station who wants an ambitious, reliable, recording, remote and studio man. 3½ years experience, also professional musician 9 years, radio amateur 7 years. 26 years old, married. Personality and ability to work with people. References. Box 832, BROADCASTING.

Three years entertaining with own show as part of Armed Forces. Master Ceremonies total eight years. Some radio experience in service. Good at ad libbing, audience participation. Prefer small station in southeastern states. Contact Howard "Buddy" Blake, 5110 Richard Avenue, Baltimore 14, Maryland.

Situations Wanted (Cont'd)

Combination announcer and operator. One year commercial experience on NBC affiliate station. Box 833, BROADCASTING.

Fashion, society, clubwoman's editor, ten years newspaper experience, wishes to assist or take part in radio program. Some broadcasting, script writing experience. New York or vicinity. Box 838, BROADCASTING.

Program director, announcer, salesman and production man. Been with present employer five years. Desire change—permanent only. Will go anywhere. Ten years experience. Box 839, BROADCASTING.

Hammond organist. Five years radio experience. Lady with real ability in handling all house-wife programs. Transcription available. Box 840, BROADCASTING.

Permanent connection desired by ex-naval officer. Salesman-announcer tie-up preferred in market with city of 100,000 plus as hub. Age 29, advertising degree. Sales experience and transcription on request. Box 843, BROADCASTING.

Salesman—Here is a man that will be an asset to your staff. Pleasing personality, excellent background. Can also handle promotion. Married. Stable. William H. Underwood, 3228 76th St., Jackson Heights, L. I., N. Y., Havemeyer 4-9262.

Young man, veteran, varied experience in films, stage, radio desires position on small out-of-town station. Can write, act, direct, announce, do sales promotion. Harold A. Fiender, 50 East 191st St., Bronx 58, New York, Ra 9-4941.

Program director, Navy Lieut., available immediately. Eight years background. Married. Knows all nets, news net services. Submit complete advance sked for new station. Frank Shaffer, 1218 Haywood, Farrell, Pa.

S. Cohen, certified public accountant formerly with Julia Lefkowitz. Specializing in tax returns. Will oblige to your convenience. 1441 Broadway, 19th Floor. N. Y. C., Wisconsin 7-4056.

Veteran, 22, three years service, two years as writer, director, actor and editor both stage and radio in Army. Prefer writing. Ambitious, eager with ideas. Work in California. Your offer? Dalton E. Nelson, 1023 Walnut, Grand Forks, North Dakota.

Announcing experience wanted by veteran, 24. Desires training in 250 watt, preferably in midwest. Only radio experience—interviewee for 2 minutes on "sidewalk quiz" program. Fine radio voice and personality. Possess originality in ad libbing and writing. Talented—mimic and humorist. Can't play organ or piano. Money no object—government behind me. Interested parties write Thomas E. Mull, 2435 N. 4th Street, Milwaukee, Wisconsin.

Experienced program director-announcer. Veteran. 8 years network and independent N. Y. station. 15 years overall music, dramatic—writing, directing, producing. Accomplished pianist and organist. 2 years directing Navy choirs, producing broadcasts. Arthur Borgesen, 703 Coney Island Ave., Brooklyn 18, N. Y.

Ambitious announcer—Wants opportunity. Ex-Naval officer. Graded A in audition by NBC. Transcription on request. Milton Wolken, 1336 S. Sawyer Ave., Chicago 23, Ill.

WRITER WANTED

● **for NBC affiliate in western market. Must be a capable man with successful background in ideas and writing radio shows. Good salary. Box 837, BROADCASTING.**

AN OUTSTANDING RADIO STATION IS OFFERED FOR SALE

This is one of the finest in the South

250 watts

●

All correspondence must be in strictest confidence.

ADDRESS BOX 836, BROADCASTING

EXPERIENCE UNLIMITED
At Your Service

I want a job as FM or AM station manager. Experience covers 1929 to date in radio. Have bought time, written, produced, sales promoted, directed, acted, announced and created. Market analysis and local accounts specialist. Young, aggressive. Know all U. S. Deliver highest references from big calibre radio executives. I'm happy, but I'm looking for opportunity. I'm in line on price. You may know me. Let's discuss your needs.

BOX 835, BROADCASTING

Situations Wanted (Cont'd)

Radio telephone first 12 years. 15 years radio. Desire permanence, advancement on merits, warm climate. Preference transmitter. Acceptable voice, personality, experience. 31, married, sober, children. House availability considered. Health requires lower altitude. Selling free lance engineering business. Available soon. All offers considered. Appreciated, desired. Box 441, Winslow, Ariz.

Young man with background in television production and programming seeks television post with advertising agency. Jack Chronic, 64 Chatterton Parkway, White Plains, New York.

Announcer-producer. Experienced—have done news—special events. Excellent rating NBC (NY) announcers audition. Desire spot with future. Vet, young, family man. David Wolper, 42 Oakland Ave., Mt. Vernon, New York.

First class technicians available, some experienced in broadcasting. This is the former Midland Radio School with same management. Jerry Taylor president. Training period is one year and improved through our experience training 23,000 enlisted personnel. Our graduates can prove their value. Contact C. L. Foster, Central Radio School, 1644 Wyandotte, Kansas City, Mo.

Announcer—Experienced, wishes position in small station. Besides being an announcer I am a pianist capable of handling a 15 minute piano solo show. At last station I worked I was staff announcer and music director. Ex vet. Just released. Box 844, BROADCASTING.

Continuity writer, girl, desires to make change. Experienced in theory and practice. Good education. References. Would like position in small progressive station. If interested write Box 845, BROADCASTING.

Experienced announcer, 20 years old, not a veteran. Desires employment. News, special events, sports. Now chief announcer and promotion director. Control room, recording experience. Record show specialist. Box 846, BROADCASTING.

Attention—Are you looking for a capable producer-announcer with three years experience who is willing to take responsible position with progressive station? 5 kw experience includes news, emcee, production. Excellent references. Platter available. Box 848, BROADCASTING.

Licensed engineer, young, 8 years in broadcasting and transmitter manufacturing. Major requirement, modern house, where child welcome. Box 849, BROADCASTING.

Breaking in a new announcer? Limited experience, audition disc and references available. Harison Murk, 22 East 13th St., Apt. 5-B, St. Paul, Minn.

Wanted to Buy

Veterans desire 250 or 1000 watt broadcast transmitter and studio equipment. Box 795, BROADCASTING.

Wanted to buy—Up to half interest in established or contemplated California station. Experienced radio technical man, first class license. Experienced as chief engineer and in station maintenance. Also, operating—announcing. Family man. Would like to be active in station operation. Box 834, BROADCASTING.

Wanted—RCA 46-B Mixer, any condition. Premier Radio Enterprises, Inc., 3033 Locust St., St. Louis 3, Mo.

For Sale

Majority interest in Florida station. Will deal only with principals. Give financial references. Box 765, BROADCASTING.

For sale—New, not used, excellent condition, one General Electric Co., RM transmitter, 1 kw power, consisting of a 4GF1B1 250 w exciter with two sets of tubes and a model 4AF1A2 1 kw amplifier with two sets of tubes (4 type GL833A and 8 type GL872A) plus two crystal thermo cells (4766.667 kc). Also a G.E. Co. FM station monitor catalog 6933906. FOB, St. Louis, Mo. storage, as is, no guarantee. Will be sold at reasonable price. Inquire Box 826, BROADCASTING.

Portable twin Tel-Ediphone Recorders including amplifier, recording disc and shaver. Ideal for radio or telephone use. Granite 7710, Hollywood.

Miscellaneous

Gags! Comedy! Free catalog. Box 616, BROADCASTING.

Four-Point Action Announced In Grand Rapids Controversy

IN A QUADRUPLE action last week the FCC took steps to comply with the Supreme Court decision [BROADCASTING, Dec. 10] in the Ashbacker-Fetzer case.

The Commission, at its Wednesday meeting, (1) revoked the construction permit and subsequent license issued to John E. and Rhea Y. Fetzer for WJEF, operating on 1230 kc at Grand Rapids, Mich.; (2) denied application of the Fetzers and Ashbacker Radio Corp., licensee of WKBZ Muskegon, Mich., for special temporary authority to operate on 1230 kc; (3) on its own motion issued special temporary authority (conditionally) to continue operations of 1230 kc; (4) designated the Ashbacker application to change frequency from 1490 to 1230 kc for consolidated hearing on March 12 with application of the Fetzers for a new station on 1230 kc at Grand Rapids.

Action was taken in the absence of a mandate from the U. S. Court of Appeals for the District of Columbia, which was reversed by the Supreme Court [BROADCASTING, Feb. 4]. Whether the appellate court now will take action depends upon the parties, according to the court clerk. Segal, Smith & Hennessey, counsel for Ashbacker, were undetermined last week whether to take further action.

In effect the Commission's action of last week complies with the Supreme Court decision, according to FCC officials. Paul M. Segal, of the Washington law firm who argued the case before the Supreme Court, said last December that should the Commission grant WJEF's application for special temporary authority, he would take "proper action."

Compliance a Question

Inasmuch as the FCC denied the Fetzer application, as well as that of Ashbacker for temporary authorization, then on its own motion granted a temporary authority with conditions, it was pointed out that this question is posed: "Did the Commission, by its denial of both applications, comply with the Supreme Court decision which held that where applications are mutually exclusive the Commission must hold hearings before granting either?" FCC counsel says the Commission did comply.

In the rapid-moving events last week the FCC first adopted an order setting aside its construction permit grant of June 27, 1944 to the Fetzers and the subsequent license, issued Feb. 5, 1945. At the same time application was designated for hearing in consolidation with that of Ashbacker.

Next the Commission considered applications of both parties for special temporary authority to operate on 1230 kc and denied both. Third, on its own motion the FCC issued temporary authority for operation of WJEF "as previously authorized, pending outcome of the consolidated hearing." Attached was the proviso that the special temporary authorization shall be subject to cancellation "at any time by the Commission without notice or hearing should it appear that a grant of the application of Ashbacker" would "better serve the public interest" than a grant to the Fetzers.

Considered significant in the issues of hearing designated for the Ashbacker application was one to determine whether operation of WKBZ on 1230 kc would "involve objectionable interference with any existing broadcast stations, particularly Stations WHBY (Appleton, Wis.) and WJOB (Hammond, Ind.)." In its Supreme Court brief the FCC pleaded that a grant to Ashbacker would result in interference to WHBY [BROADCASTING, Oct. 22].

Routine Points

Other issues were routine and common to similar hearings. They would determine qualifications of applicant, areas and populations to be served, type of program service proposed and whether it would fit the needs of the community, whether operation of proposed station would involve objectionable interference with services proposed in any pending applications, and to determine on a comparative basis which, if either, of the applications should be granted.

Issues for the Fetzer part of the hearing were the usual routine questions with this one added: "To determine whether a grant of either or both of the applications here involved would be in compliance with Section 3.35 of the Commission's Rules & Regulations regarding multiple ownership of radio broadcasting stations." The Fetzers also own WKZO Kalamazoo.

When the FCC granted the Fetzer construction permit in June 1944 it designated the Ashbacker application for hearing. Ashbacker appealed; the appellate court sustained the FCC's motion to dismiss on the grounds that Ashbacker had no cause of action since the Commission had not acted on its application. The Supreme Court held, however, that the Commission erred in designating one for hearing and granting the other when two applications are mutually exclusive.

Radio Supplement

WEEKLY radio supplement "Weekend Radio Review," was started Saturday by *Washington Daily News*. Written and edited by Charles S. Zurhorst, radio relations adviser, of Washington, the supplement includes columns on FM and television, programs for young people, recording news and complete weekend program listings of all six Washington stations. First supplement was four pages, but *News* said it may be expanded.

Washington State News Service Set

CONVINCED that radio could give a more complete account of state capital news than could established wire services and newspapers, Washington State Broadcasters Assn. has formed a non-profit, cooperative news organization under title Washington State Radio News Bureau. Facilities are available to all stations in the state.

Named executive director of the service, and of its now weekly quarter-hour program, *Olympic Report*, is Carl Downing, former state capital manager of UP and for eight years news editor of KPQ Wenatchee.

In addition to *Olympic Report*, which will be increased, news bureau also provides special programs requested by participating station, a weekly news letter and full coverage of spot news developments affecting particular areas.

Committee which organized service is composed of Chairman Tom Olsen, president of state association and owner-manager of KGY; Birt Fisher, owner of KJR Seattle, and Rogan James, owner of KVOS Bellingham and KPQ Wenatchee. Stations now using service are: KJR KOMO KXA KOL KVOS KVI KTBI KGA KHQ KFPY KPQ KRKO KGY KXRO KWLK KELA KVAN KTYW.

Freelancers Out

WGN Chicago shut the door on freelance commentators Feb. 6 with announcement by Robert F. Hurleigh, director of WGN news room, that all future newscasts, sponsored or otherwise, will be handled by members of WGN news staff. Decision came after expiration of sponsorship by Salerno Cracker Co. (Schwimmer & Scott) on Capt. Michael Fielding, British news analyst, heard Sat. 10-10:15 p.m. CST. Replacement is Mr. Hurleigh and Spencer Allen of WGN staff.

Allen's FCC Reference

AT the Senate Banking Committee hearing Thursday on nomination of George E. Allen, Presidential adviser, to be a director of the Reconstruction Finance Corp., the nominee included an FCC appearance in mentioning relations with U. S. agencies. Mr. Allen said he appeared before the FCC in the hearing on the Avco acquisition of WLW Cincinnati, but doubted if his presence had any influence on the transfer. His nomination was approved by committee Friday.

Close Starts Feb. 19

START of Upton Close series on Mutual, originally scheduled for Feb. 2 [BROADCASTING, Jan. 28], has been postponed to Feb. 19, 10:15-10:30 p.m. EST. Mutual had deliberated for several weeks before consenting to sign the commentator who was released from NBC following the last Presidential election.

Conditional Grant Issued to WGAR

Increase Is Allowed Pending Hearing With WADC

FIRST conditional standard grant under its revised rules — outgrowth of the U. S. Supreme Court's decision in the Ashbacker-Fetzer case — was announced by the FCC last Wednesday.

The Commission authorized WGAR Cleveland to increase power from 5 kw to 50 kw on its 1220 kc assignment, but added a proviso that the authorization may be withdrawn and given to WADC Akron, after the applications have been considered in a hearing. Another conditional grant was made in the Ashbacker-Fetzer case itself (see story page 83).

One of the issues in the WGAR-WADC hearing, according to a Commission order released Thursday, will be to determine whether the WADC application, seeking WGAR's assignment with 50 kw, was filed for the purpose of "delaying or hindering" WGAR's proposed increase to 50 kw. Another issue, the Commission said, will be to determine whether WGAR's license should be modified to specify the use of 1350 kc (now assigned to WADC) instead of 1220 kc.

The WGAR-WADC case already has been before the FCC and also the District Court of Appeals, and, in both instances, was resolved in favor of WGAR. In Feb. 1941 WGAR applied for 1220 kc with 50 kw; a year later WADC filed a similar application. A short time afterward, WGAR amended its application to ask for only 5 kw. After a hearing the Commission ruled, and was upheld when WADC carried the case to court, that WGAR should have the frequency with 5 kw on condition that it increase its power when equipment and materials became available.

WGAR's present application, filed in compliance with this stipulation, is for increase to 50 kw, unlimited time, and for installation of a new transmitter and new directional antenna for day and night use. WADC's application is for change in frequency from 1350 kc to 1220 kc and increase in power from 5 kw to 50 kw.

Conditional grant of WGAR's request and designation of WADC's for hearing, it was explained, follows the Commission's new rules governing conditional standard grants as provided in Amended Rules and Regulations announced Jan. 17 [BROADCASTING, Jan. 21]. One of the instances in which the Commission may make conditional standard grants, under the revised rules, involves mutually exclusive applications of which it appears that one or more may have been filed not in good faith but rather "for the purpose of delaying or hindering the grant of another application."

The Commission's order conditionally granting WGAR's request said it appeared that the application of WADC "is substantially the same" as its earlier request, "which was denied because the Commission found that a grant of such application would not be in the public interest, and that hence the instant application may have been filed for the purpose of delaying or hindering the grant of the WGAR application."

Following the FCC decision, John F. Patt, vice president and general manager of WGAR, announced that work would begin forthwith on installation of the new 50 kw plant, at an estimated cost of $350,000 to $400,000. Architect's plans have been completed, he said, and a new RCA 50-F transmitter, ordered last August, will be installed upon delivery, along with a five-tower directional array ordered from Truscon. Installation should be complete by late summer or early fall, he said. The station will protect XEB in Mexico City. The site, at Broadmoor and Akins Rd., is now being used by WGAR for its 5,000 w transmitter.

The order noted that Mexico has agreed to assignment of 1220 kc (classified as a I-A channel for use in Mexico, under NARBA) for use in the Cleveland area, and that Canada has agreed to WGAR's proposed operation on 1220 kc with 50 kw "despite the resulting limitation to Station CKCW at Moncton, New Brunswick."

Truman Aid Wanted on Time Problem

NAB 12th District Meet Asks Help Pending Legislation

ACTION by President Truman to maintain uniform time throughout the country pending efforts to obtain legislation was recommended by the NAB 12th District at its meeting, Feb. 4-5 at the Hotel Tulsa, Tulsa, Okla.

Mr. Way

In a resolution passed by the district, Justin Miller, NAB president, was asked to bring to the attention of President Truman "the great inconvenience and confusion occasioned the radio audience and stations of the country by lack of uniform time."

'Use Wartime Powers'

It was resolved that President Truman be urged "to use his wartime powers to assure uniform time pending efforts to obtain legislation by the Congress to achieve this purpose permanently."

At previous NAB district meetings held since early January broadcasters have recommended that legislative steps be taken to bring about uniform time. With approach of spring interest in the subject is becoming acute as broadcasters ponder the drastic revision of schedules involved in shift by New York and other metropolitan centers to daylight time for the summer months.

Uniform daylight saving time during the war removed the semi-annual schedule shifts. The nation has been back on standard time since early autumn but now faces the pre-war confusion.

The NAB 12th District passed another time resolution proposing that networks and independent stations continue to maintain broadcast schedules on standard time pending Government action. The resolution referred to the twice-yearly program shifting as "detrimental to listener, client and the radio industry," and termed it the "semi-annual chaos." It added that the shift causes general disruption of local programs, especially local public service features.

A third time resolution suggested that future network contracts use the wording "standard" or "uniform" time. Existing network contracts carry the wording "New York City time."

William B. Way, KVOO Tulsa, was re-elected 12th District director for his third consecutive term.

President Miller, Executive Vice President A. D. Willard Jr. and Director of Broadcast Advertising Frank E. Pellegrin Jr. led discussion at the meeting, at which 103 were present. C. E. Arney Jr., secretary-treasurer, who had participated in other district meetings, returned to Washington headquarters after the Jan. 31-Feb. 1 meeting of the 13th District at Dallas.

Robert Enock, KTOK Oklahoma City, was chairman of the public relations meeting. Ken Miller, KVOO Tulsa, presided over the news discussion. J. Fred Case, KWON Bartlesville, Okla., handled the small market station reports. Clark Luther, KFH Wichita, presided over the sales managers clinic. William Bryan, KOMA Oklahoma City, and James Randolph, KVOO Tulsa, led the program managers meeting. K. W. Pyle, KFBI Wichita, was chairman of engineering sessions. Sam Schneider, KVOO led agricultural discussion.

Music problems were discussed by Wade Barnes, NBC Radio-Recording; Charles McDowell, ASCAP; Ralph Wentworth, BMI; Peirre Weis, Lang-Worth; George Johnston, SESAC, and Jerry King, Standard Radio.

Hugh Feltis, president of Broadcast Measurement Bureau, gave his detailed report. Vernon Morelock, radio director of Anfenger Agency, St. Louis, and A. H. Caperton, advertising manager of Dr. Pepper Co., Dallas, urged industry support of the new coverage measurement bureau.

Cocktail party and dinner were held at the Tulsa Club, with Mr. Way presiding.

Registered at the meeting were:

Sadie Adoon, KTUL; Bud Akin, KTUL; Helen Alvarez, KTUL; Ellis Atteberry, KCKN; Owen Balch, John E. Person Co.; Wade Barnes, NBC Recording; Hills Bell, KVOO; Jo Bernard, KOMA; Tam Bixby Jr., KBIX; L. A. Blust Jr., KTUL; John Bondeson, WREN; Matt Bonebrake, KOCY; Olin Bragg, KTOK; Gustav Brandborg, KVOO; Veri Bratton, WREN; Kenyon Brown, KOMA; Paul A. Bruner, KBIX; Pat Buford, KHBG; Bill Bryan, KOMA; Dick Campbell, KOME; A. H. Caperton, Dr. Pepper Co.; R. W. Carpenter, MBS; Adelaide L. Carrell, WBBZ; J. Fred Case, KWON; Mrs. J. Fred Case, KWON; Plez Clark, KFH; Grove Cobb, KSAL; James H. Connolly, ABC; J. C. Denious, KGNO; Herbert Denny, Standard Radio; A. L. Donaldson, KTMC; Ward Dorrell, C. E. Hooper Inc.; Jim Douglas, General Electric; J. Howard Engle, KOME; Maxine Eddy, KGFF; Wendell Elliot, KTSW; Bob Enoch, KTOK; John Esau, KTUL; Hugh Feltis, BMB; Martin Garber, KCRC; Mrs. M. G. Garber, KCRC; Jerry Gill, AP; George Gow, KFH; Maxae Graham, KTSW; James M. Griffith, KADA; Harold Grimes, KOME; Howard Hamilton, KVOO; Carl Haverlin, MBS; Sheldon Hickox, NBC; Herschel Holland, KGNC; P. E. Jackson, KTMC; Karl Janssen, KTUL; Ray Jonson, KSAL; George Sessa, Johnston, SESCA; Alex Keese, KTOK; George Ketcham, KTUL; Jerry King, Standard Radio; R. J. Laubengayer, KSAL; Sherman P. Lawton, U. of Okla.

GATHERED AROUND William B. Way, KVOO, re-elected 12th District director, are NAB cohorts. Front row (l to r), John Esau, KTUL; Mr. Way; Robert Lindsley, KFBI. Standing, Clark Luther, KFH; Pat Buford, KHGB; Kenyon Brown, KOMA; Alex Keese, Taylor-Howe-Snowden Radio Sales. Meeting was held in Tulsa, Feb. 4-5.

Crutchfield Time Plans Acclaimed

Petition Asking Nets to Use Standard Time Gets Votes

ADVOCATING immediate concerted action by broadcasters to campaign for a standard time for the medium, Charles H. Crutchfield, general manager, WBT Charlotte, has circulated a questionnaire among all licensees suggesting two courses of action.

Plan 1 suggests lobbying in Washington for legislation to provide universal daylight saving time during the summer months. Plan 2 proposes a petition insisting that the networks operate on Standard Time the year round regardless of the time adopted in that particular area.

Plan 2 Preferred

Out of 504 replies received to date, 369 stations prefer plan No. 2, 95 plan No. 1, and 30 stations want both adopted. Ten stations oppose the idea.

Mr. Crutchfield first proposed a standard time for broadcasting—a subject that has occupied the attention of radio's leaders for years—in an article appearing in BROADCASTING Sept. 17.

The latest letter to stations signed by WBT's program director, Larry Walker, and sales manager, Royal Penny, follows:

Several days after the United States returned to Standard Time, BROADCASTING magazine carried a proposal by WBT's general manager—a proposal advocating time standardization by all broadcasters.

Since the publication of this article, we have received innumerable letters from radio stations commending the idea, and in recent weeks, some few affiliate groups have endeavored to promote the plan nationally. Thus far, however, no united front has been presented. We propose to start the ball immediately—and we earnestly solicit your cooperation.

We believe there are two ways of accomplishing our purpose:

1. Lobby in Washington for legislation to provide universal daylight saving time during the summer months. This obviously is the prolonged way of accomplishing our purpose, but it may be preferable, even though it may cost us money this spring.

2. Draw up a petition insisting that the networks operate on Standard Time the year round regardless of the time adopted in their particular area. In other words, propose that the networks follow the precedent which has been successfully established by the railroads.

Should you agree that either of the two plans is desirable, will you kindly indicate your preference at the bottom of this letter and return it to us as soon as possible? Maybe you have other suggestions; if so, will you kindly give them to us on the back of this sheet?

Attached to the letter is a reply coupon, upon which licensees are asked to indicate which of the two approaches is favored, and the network affiliation of the responding station.

Leo Legleiper, KVGB; Bob Lindsley, KFBI; Maury Long, BROADCASTING magazine; Clark Luther, KFH; Frank J. Lynch, KTOK; Bill McClarin, KVOO; D. W. McCoy, KFBI; Peter McDonald, KSAL; Clyde B. Melville, Taylor-Howe-Snowden Radio Sales; Albert E. Mickel; Justin Miller, NAB; Ken Miller, KVOO; David R. Milsten, KVOO-KTUL-KOME; Vernon Morelock, Anfenger Agency; Clem Morgan, KVGB; M. M. Murdock, KFH; Allen Page, KOMA; Frank Pellegrin, NAB; Tom Peterson, Taylor-Howe-Snowden Sales Co.; Russel Porter, KTSW; Mrs. Miriam Porter, KTSW; Bert Powell, KGGF; K. W. Pyle, KFBI; Jim Randolph, KVOO; Perry Reed, KVGB; Vernon E. Reed, KFH; Fred Schwartz, KOME; Harry Schwartz, KOME; E. Fred Scraper, KFH; Bill Schudt, CBS; John Steele, KSWO; L. W. Stinson, KVOO; P. A. Sugg, WKY; Lawrence Swars, Nobel & Swars; George Tarter, KOCY; Jack Todd, KANS; Les Vanvorhis, KGNO; W. B. Way, KVOO; Pierre Weis, Lang-Worth; S. E. White, WKY; Ralph Wentworth, BMI; C. E. Wilson, KTMC; William Wyse, KWBW.

Byrnes on Air

SECRETARY of State James F. Byrnes will be heard tonight (Feb. 11) in his first address since his return from the London UNO meetings, when ABC broadcasts from the annual dinner of the Foreign Policy Assn. at the Waldorf-Astoria, New York, 9:30-9:55 p.m. ABC's special broadcast will cancel *Forever Tops*, Paul Whiteman musical review, usually heard at that time.

Pearson Honored

DREW PEARSON, ABC commentator, along with Gen. Dwight D. Eisenhower and Gen. Omar Bradley, has been awarded the Army and Navy Union's Gold Medal of Honor. Only 12 men have received the medal since the union was organized in 1886. Mr. Pearson received the medal for his "meritorious activities" in behalf of veterans.

Another Alaska Station and Daytime Noncommercial Among Six AM Grants

ANOTHER station for Alaska and a daytime noncommercial facility to be financed by public contributions were among six standard grants issued last Wednesday by the FCC.

The Alaska authorization, establishing the first station in Kodiak, gives to Edwin A. Kraft, licensee, his third station in the territory. Mr. Kraft, president of Northwest Radio Advertising Co. Inc. of Seattle, owns KINY Juneau and KTKN Ketchikan. The Kodiak station will operate on 1230 kc, 250 w, unlimited.

The noncommercial station was granted to Courier Broadcasting Service Inc., Birmingham, Ala., for operation with 1 kw power, daytime only, on 900 kc, a Class I-A Mexican clear channel. (See story p. 16.)

Air-Time Inc., Joplin, Mo., was granted a local station on 1230 kc, 250 w, unlimited, giving the city its second station. Principal owners of the company are: Austin A. Harrison (39%), president, an engineer for Western Electric Co.; John C. Bailey (26%), vice president, of Hollywood, Cal., an employe of Don Lee Broadcasting System; and Richard E. Cole (21.6%), an Army major of Tulsa, Okla.

A second station for Caspar, Wyo., was authorized by a grant to the *Natrona County Tribune* to operate on 1230 kc, 250 w, unlimited. Owners are J. E. Hanway, president, Effie Hanway, vice president, and Earl E. Hanway, secretary-treasurer, all of Caspar. The Hanways also publish the *Caspar Tribune Herald*.

The Commission also authorized a second station in Burlington, Vt., granting a construction permit to Vermont Broadcasting Corp. to operate on 1230 kc, 250 w, unlimited. President of the company is David W. Howe (18.7%), business manager of the Free Press Assn. and director of Howard National Bank. Vice president is Levi P. Smith (5.7%), president of the Burlington Savings Bank and a trustee of Bennington College. Hall Park McCullough, president of the First National Bank of North Bennington, owns 4.9%. Remainder of stock holdings is scattered among Vermonters and several outsiders.

A second station was also granted for Eugene, Ore., through a construction permit issued to Valley Broadcasting Co. to operate on 1230 kc, 250 w, unlimited. The company is jointly owned by C. H. Fisher of Portland, president of Tower Sales & Erecting Co., and B. N. Phillips of Port Angeles, Wash., president of the First National Bank.

FM Grantees, Applicants to Confer

FCC Seeks to Speed Up CP's, Save Channels By Meetings

TO SPEED issuance of FM construction permits, conserve metropolitan and rural channels, and insure the fullest use of the available frequencies, the FCC will soon call to Washington for informal engineering conferences a large number of holders of conditional grants and applicants for stations.

Although a Commission announcement stated that outright grants would be made without conferences "in cases where sufficient information is on file," it was learned that it will be necessary to call in applicants and grantees from many cities before construction authorizations can be issued. More than 300 conditional grants have already been made and another 120 applications have been set for hearing.

The plan, a Commission official explained, is to call conferences with engineering counsel as well as applicants and grantees from a given area and to attempt to determine what the minimum and maximum coverage of each of the proposed stations would be. The conferences probably will take up the earliest grantees first.

Where coverage plans do not require the use of a metropolitan channel, the Commission will encourage applicants to operate community stations. Although the rules for FM broadcasting do not permit a community channel assignment in a principal city of a metropolitan district, it will be pointed out that many large cities can be served from community stations in outlying areas. The Commission will emphasize that a community FM station provides substantially greater coverage than a standard local station. The advantages of this type of station from the standpoint of economy, especially where the applicant is a newcomer with limited means, will be stressed.

Channel Problem

The Commission is quite aware, the official said, that applicants for metropolitan stations will be unable to obtain high power transmitters for some time. However, he said, since full authorized power for FM, unlike AM, can be built up gradually through successive installation of units, it will not permit anyone to "squat on a channel."

One of the problems to be ironed out in the conferences, he added, concerns the issuance of specified channels to grantees authorized "metropolitan, possibly rural" stations. The Commission will carefully investigate to determine whether one half of the coverage area to be served by rural station applicants will comprise rural listeners, as required by the rules.

It was explained that before frequencies can be assigned for FM stations, the Commission must determine service areas of proposed stations, antenna height, transmitter power, and coverage which can be obtained. Most applications were filed before FM rules and standards were formulated under a policy adopted by the Commission to minimize delay in FM growth.

The FM standards provide a maximum of 20 kw effective radiated power based on an antenna height of 500 feet above average terrain. Such power, it was explained, is achieved in the case of the Empire State Building, which rises 1,200 feet, with a transmitter employing only 1.5 kw power. However, in some localities local zoning regulations or aviation restrictions will not permit erection of 500 ft. towers, but the Commission will not allow more than 20 kw effective power to be used for metropolitan stations.

Wherever a metropolitan channel may be unnecessary or it may be found that a rural channel would not reach beyond the immediate metropolitan district, the conference would endeavor to give applicants in a given area equal treatment.

Examination of applications, the Commission said, has revealed "a number of instances where the proposed service area appears to be inconsistent.

At Deadline...

CUBA ASSURES U. S. DIRECTIONAL GUARANTEES

CUBA definitely assured U. S. broadcasters Friday that in future she would guarantee performance of directional antennas under terms of NARBA, for U. S. stations operating on the same frequencies with Cuban outlets. At meeting of NARBA Conference technical subcommittee, headed by George P. Adair, FCC chief engineer, T. A. M. Craven, vice president, Cowles Broadcasting Co. and NAB observer, posed this question on behalf of U. S. industry:

"Does Cuba propose guarantees of performance of directional antennas?" He said broadcasters had been "somewhat concerned by past performances." Sr. Nicolas G. Mendoza, Cuban delegate and Director of Radio, Ministry of Communications, replied: "Cuba will propose guarantees in the future as provided by NARBA." Technical subcommittee, charged with studying Cuba's demands that she be given right to utilize 30 frequencies without time limitation (see earlier story, page 17 and proposals, page 16), planned to sit Saturday, while other committees took brief holiday. Mr. Adair's group is taking up Cuba's request frequency by frequency.

SEVEN AM APPLICATIONS ARE FILED AT FCC

SEVEN applications for standard stations were announced by the FCC Friday. Accepted for filing were: Skyway Broadcasting Corp., Asheville, N. C., for 1380 kc, 5 kw day, 1 kw night, directional antenna night, unlimited; State Broadcasting Co., Oklahoma City, Okla., for 730 kc, 1 kw, daytime only. Tendered for filing were: Empire Newspapers-Radio Inc., Endicott, N. Y., for 1450 kc, 250 w, unlimited; Express Publishing Co., San Antonio, Tex., for 1450 kc, 250 w, unlimited; East-West Broadcasting Co., Fort Worth, Tex., for 1540 kc, 250 w, unlimited; Uintah Broadcasting Co., Vernal, Utah, for 1340 kc, 250 w, unlimited; Radio & Television Broadcasting Co. of Idaho, Pocatello, Ida., for 1240 kc, 250 w, unlimited.

BRIGHT HEADS KHQ

(*See earlier story page 42*)

ARTHUR L. BRIGHT, former general manager and part owner of KFPY Spokane, March 1 becomes president, general manager and minority stockholder in KHQ Spokane under W. H. Cowles Jr.-Chronicle ownership. Transfer of KHQ from Louis Wasmer to Cowles-Chronicle was approved last week by the FCC for $1,295,000 plus net from Jan. 1.

Last year Mr. Bright sold his one-third interest in KFPY and became identified with a group interested in purchasing KHQ. The contract of that group was taken over by the Cowles-Chronicle company, which transaction the FCC has approved. Mr. Wasmer sold KHQ under the FCC's duopoly regulations and continues to operate KGA, Spokane ABC outlet.

WAGA STRIKE ENDED

A SIX-DAY strike of engineers at WAGA Atlanta has been concluded after negotiations between the station manager, Charles Smithgall, and Clarence Allen, national representative of NABET, union to which technicians belong.

AMERICAN LEGION STARTS ET SERIES

AMBITIOUS RADIO public relations campaign was begun by the American Legion last week. A 52-week series of 15-minute recorded shows produced by NBC Radio-Recording Division was announced by Legion. The shows began last week over more than 450 stations.

Stations were said to be donating the time. Cost of production by NBC was at expense of Legion. Programs will be dramatic presentations of Legion's activities. Another veterans organization, The Military Order of The Purple Heart, is planning similar broadcasting campaign, it is understood.

Closed Circuit

(*Continued from page 4*)

cancel if FCC has not sanctioned it by Feb. 28. But FCC Chairman Porter is understood to have exacted commitment from both parties that this technical right will not be exercised pending return of full Commission to Washington in latter March, upon completion of heavy field hearing schedule. Expected result: Approval of transfer by identical split vote of 4-3 which came in Avco acquisition of Crosley Corp. last September.

U. S. TELEVISION channels in the 200-mc band remain undisturbed under reported terms of agreement signed Thursday by U. S., Canada and United Kingdom, but which so far is "hush-hush." Canadians and British wanted to put aviation radar marker system in spectrum at 200-225 mc [BROADCASTING, Sept. 3]. Details won't be released until British and Canadian governments approve formally, but U. S. representatives are happy. Amateur band, 220-225 mc, likely to be moved for few years until international marker system in higher frequencies is adopted.

CENSUS BUREAU is adding up housing survey figures and will show total number of dwellings with radio sets. New figure, likely to be close to past estimates, based on question added to Bureau's monthly sample survey. By end of week Bureau will start releasing county figures on number of radios on farms, based on 1944 agriculture census. In late March a national estimated total will be announced, based on 223 counties selected as U. S. cross section. Farm census covers all farms in nation and will show other appliances besides radio. Tabulation to be complete by fall.

ED KIRBY PRESIDENT OF NASHVILLE APPLICANT

EDWARD M. KIRBY, public relations counsellor and former Chief, Radio Branch, Army Bureau of Public Relations, is president of Volunteer State Broadcasting Co., whose application for new station in Nashville (1300 kc, 5 kw D 1 kw N) was filed Friday at FCC.

Secretary-treasurer is Frank W. Mayborn, owner of KTEM Temple, Tex. and *Temple Telegram*. Vice president is Earl C. Arnold, Mr. Kirby's father-in-law and Dean of Vanderbilt School of Law. Mr. Mayborn holds 50% of stock, Mr. Kirby 40% and Dean Arnold 10%. Mr. Mayborn during war was major on SHAEF public relations staff as executive officer and was decorated by Gen. Eisenhower for establishing communications in Paris after liberation.

People

LT. COMDR. ROBERT D. J. LEAHY, for past three years in Navy, returns to the FCC Broadcast Division, Accounting Dept. With the Commission since 1935, Comdr. Leahy entered service in fall of 1942 and more recently was cited for performance of outstanding service.

ROBERT C. COLESON, manager of new NAB West Coast office in Los Angeles, at NAB headquarters, Washington, for orientation.

LT. FRANK BURKE, general manager and co-owner of KFVD Los Angeles, resumes active charge of station upon release from Navy March 1. He currently is stationed at Bremerton, Wash., Navy Yard. Ground has been broken at Southgate, Cal., site for new five-kilowatt transmitter and building. Office and studios will remain at 338 S. Western Ave.

FRANK M. FOLSOM, executive vice president in charge of RCA Victor Division, presented Medal for Merit by Secretary of Navy James Forrestall on behalf of President Truman for services as chief of Navy Procurement Branch in 1942-3.

WILLIAM R. REID, assistant North American director, British Broadcasting Corp., scheduled to return to New York today by air from England, where he conferred with BBC headquarters.

LT. COMDR. LLOYD DENNIS (USNR), discharged from Navy after four years, rejoined WTOP Washington as producer-director.

WIN P & G PRIZES

KLZ DENVER, WTOP Washington and WBNS Columbus, will receive Victory Bonds of $1,000, $500 and $100 respectively as winners of Procter & Gamble nighttime show promotion contest, covering four CBS programs advertising Ivory Soap and Oxydol. Most of stations carried half-hour combination of *Jack Kirkwood Show* and *Jack Smith Show;* others carried *Mommie and the Men* and *Jack Smith;* third group had *Mommie and the Men* and *Vic and Sade*. WDWS Champaign, Ill., won special award, $100 bond, open to stations carrying only one program; $25 bonds went to WIBX Utica, KMBC Kansas City, KSO Des Moines, KSL Salt Lake City, WMT Cedar Rapids, WHEC Rochester, KTSA San Antonio, WCHS Charleston, WHP Harrisburg. Contest ran Oct. 15 to Jan. 25.

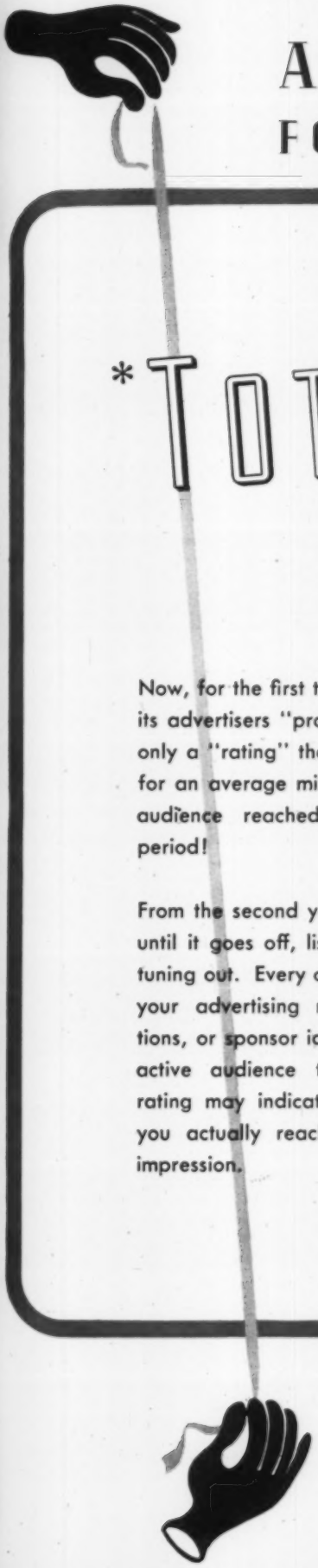
AAAA APRIL MEETING

ANNUAL meeting of American Assn. of Advertising Agencies will be held at Waldorf-Astoria, New York, April 10-11. Four business sessions for AAAA members only will be held. No representatives of media or advertisers are invited. Meeting is first full-length AAAA convention in two years.

PABST NEW YORK SPORTS

PABST SALES Co., Chicago, sponsor of Friday night *Danny Kaye Show* on CBS for Blue Ribbon beer, is planning to increase radio expenditures by about $200,000 through sponsorship of a sports schedule on WMCA New York. Major item on the Pabst-WMCA agenda is broadcasting of all home games of New York Giants this summer. Negotiations being carried on by Warwick & Legler, New York, Pabst agency, were said to be completed last week, although contract had not been signed.

A NEW Measurement FOR WLW ADVERTISERS!



*TOTAL AUDIENCE
(A WLW - NRI PLUS)

*TOTAL AUDIENCE is the percentage of total homes in the WLW-NRI area which tuned to any part of the program or broadcast period measured.

Now, for the first time, WLW is able to give its advertisers "program circulation" . . . not only a "rating" that measures the audience for an average minute, but also the TOTAL audience reached during the broadcast period!

From the second your show goes on the air until it goes off, listeners are tuning in and tuning out. Every one of them is exposed to your advertising messages, product mentions, or sponsor identification. With a very active audience turnover, your program rating may indicate only *half* the listeners you actually reached with an advertising impression.

This is another way to look at audience measurement . . . a practical, more accurate way to measure your audience, and to supplement your knowledge from other sources.

And, besides, you get the usual information: Homes Using Radio (sets-in-use), Average Audience (program rating) and Share of Audience . . . plus HOLDING POWER, another new yardstick . . . for every quarter-hour of every day, from 6 AM to midnight!

Your WLW representative now has this information. He will be glad to discuss it with you . . . and to show you a great deal more about how the great Midwest listens to the Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION